

1936 Sheaffer Catalog provided to the SCPC through the courtesy of Mr. Gary Lehner

The finest of all for all who write — for only SHEAFFER has all seven of the pen features most desired today. For SHEAFFER dealers and their salespeople this means the world's simplest sales story behind the finest product of its kind, insuring peak sales and profits.

SHEAFFER'S

Visulated

VISIBLE TO THE LAST DROP - INSULATED FOR PERFECT FLOW

THIS catalog includes all Sheaffer developments down to date. In addition to famous improvements such as FEATHER-TOUCH, TWO-WAY writing, the LIFETIME GUARANTEE, STREAMLINED BALANCE, ONE-STROKE FILLING, EMPTYING and CLEANING, enlarged capacity, visibility of SKRIP supply, and Dry-Proof point protection, some new developments are presented herein for the first time in a SHEAFFER catalog. These are:

1—VISULATED pen—with LAST DROP VISIBILITY and INSULATED FOR PERFECT FLOW. This sensational pen for the first time combines *visibility of fluid supply with insulation of the writing fluid reservoir* to overcome the effect of temperature changes. As a result the writing fluid always feeds perfectly to the two-way FEATHERTOUCH point. The transparent section gives ample warning of the need for refilling, because even after the fluid reaches this section, there still remains enough for more than 900 average words of writing. If this pen is purchased with the Lifetime Guarantee the user has the assurance of unequalled performance for life.

2—Two new streamlined color designs. GOLDEN BROWN is a warm, neutral tone shot through with narrow lengthwise bands of a gleaming, golden tone. ROSE-GLOW is a warmer pastel maroon, treated the same way. These color designs are such that they emphasize the Streamlined Balance of SHEAFFER pens and pencils. Sales reports show their hearty endorsement by the Sheaffer dealer organization and the public.

3—An entirely new Dry-Proof desk set line for 1936 Fall and Holiday trade. One hundred numbers priced at \$5.00 and up, complete with pen, comprising everything the most exacting clientele could desire in desk fountain pen writing equipment.

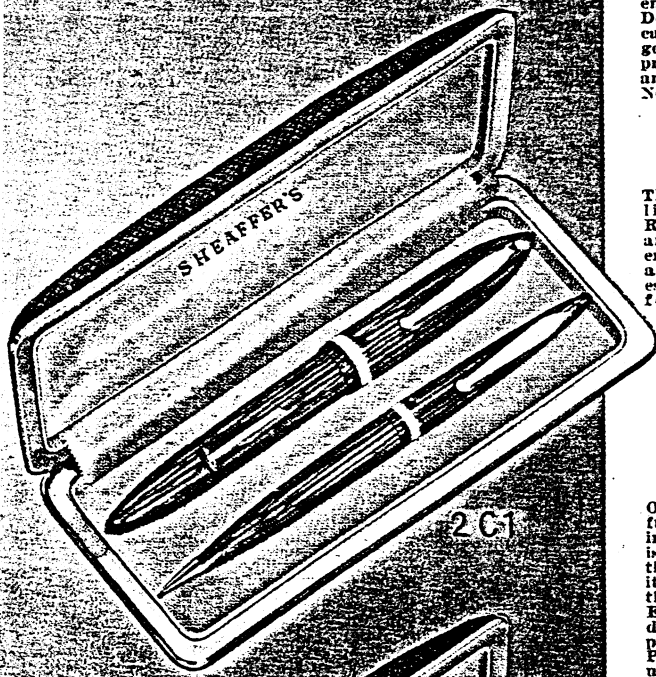
Good values, good lines, good designs, can neither be concealed nor imitated successfully. Quality goods sell readily because they do so much of the selling themselves. Sheaffer products are that kind of merchandise. They lead in sales because of their recognized quality. They lead in volume not just because they are powerfully advertised but because when a customer sees a Sheaffer, he recognizes it as super-fine, and when he tries it he senses the Balance and "feel" that convinces him. It pays to feature such merchandise.

This catalog is designed to reveal the simplicity, yet completeness of the Sheaffer line. There is a Sheaffer pen or set for every purse, every taste, every handwriting style. Reference to this catalog will keep your stock well-rounded and dealers are urged to keep stocks complete. If a customer concludes today that your stock is small or incomplete, then later when he is buying he will surely go where he can select from full stocks.

We cannot stress too strongly the fact that the introduction of the VISULATED pen does not supersede pens of the *One-STROKE* Vacuum-filling type. The SHEAFFER One-Stroke Vacuum-filling pen is the finest in its field. The demand for pens of this type insures their ready sale. Sheaffer advertising is featuring and will continue to feature the One-Stroke Vacuum-Fil pen together with the VISULATED pen.

2C1

The new GOLDEN BROWN Streamlined color design makes a thrillingly beautiful ensemble in this rich DeLuxe presentation case trimmed with gold and satin. The price range is \$8.50 and up. Set illustrated No. 2C1, \$15.00.

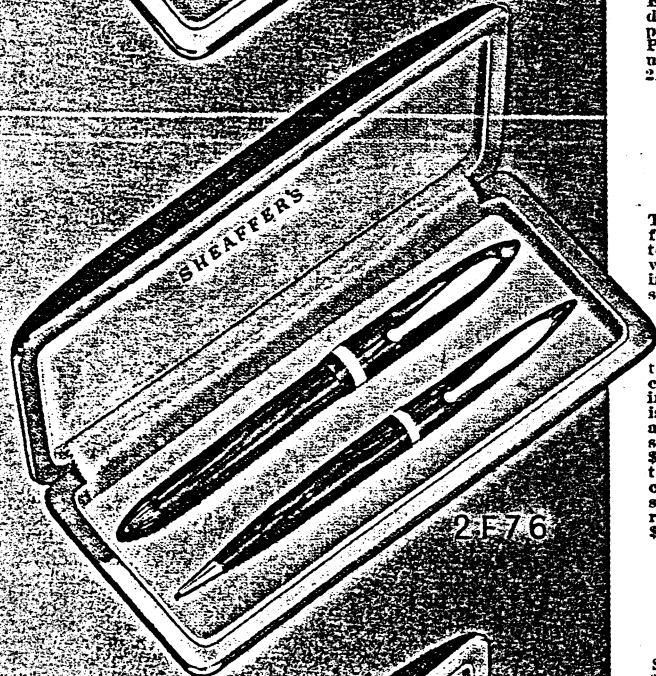


2F76

This is the new Streamlined color design ROSE-GLOW in satin and gold DeLuxe presentation case. This is a combination having special appeal to the feminine trade, but preferred by many men, too. The price range is \$8.50 and up. Illustrated is No. 2F76, \$12.75.

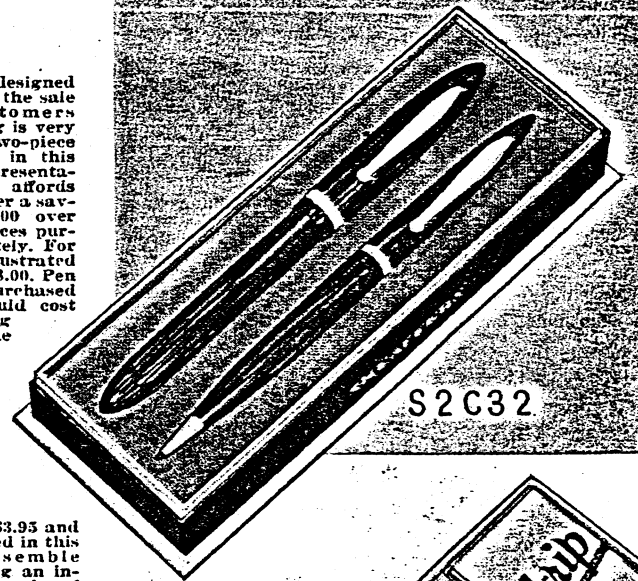
2D32

One of the most successful color designs ever introduced by Sheaffer is Ebonized Pearl, still the outstanding favorite of a large part of the public. Here is an Ebonized Pearl color design in the DeLuxe presentation case. Price range \$8.50 and up. Illustrated, No. 2D32, \$9.00.



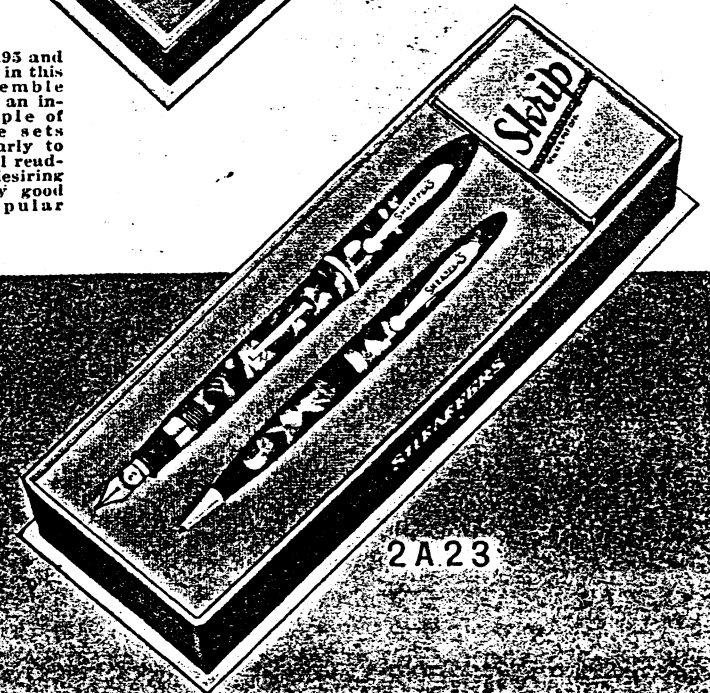
S2C32

This is a set designed for trading up the sale to those customers where a saving is very important. A two-piece set purchased in this attractive presentation case affords the customer a saving of \$1.00 over the cost of pieces purchased separately. For instance, set illustrated is No. S2C32, \$8.00. Pen and pencil purchased separately would cost \$9.00. Buying the set gives the customer a saving. Price range \$7.50 to \$14.00.



2A23

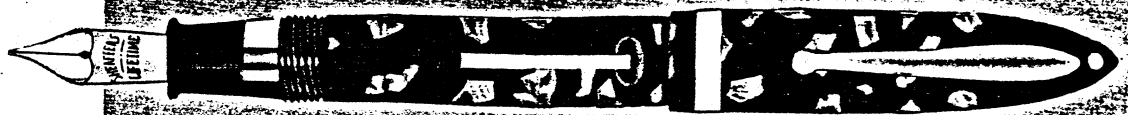
Sets at \$2.95, \$3.95 and \$5.00 are offered in this attractive Ensemble case containing an individual sample of SKRIP. These sets appeal particularly to students and sell readily to those desiring an exceptionally good value in a popular priced set.



One of the greatest SHEAFFER contributions aimed at increasing dealers' pen profits by increasing the unit-of-sale is the SHEAFFER Ensemble containing a matched pen and pencil. Illustrated on this page are typical Sheaffer ensembles priced as low as \$2.95. Sets at \$8.50 and higher come in a beautiful presentation case, exclusive to Sheaffer.

For complete information on Ensembles, turn to pages 10, 11 and 12.

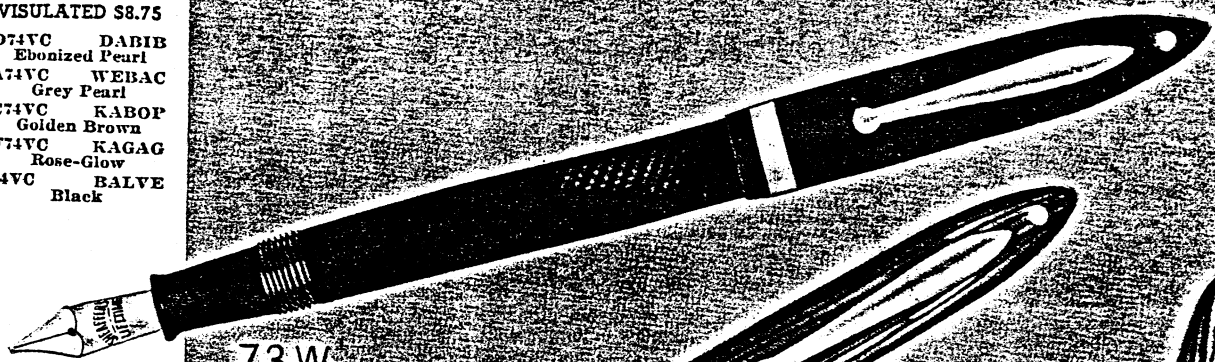




D74VC

VISULATED \$8.75

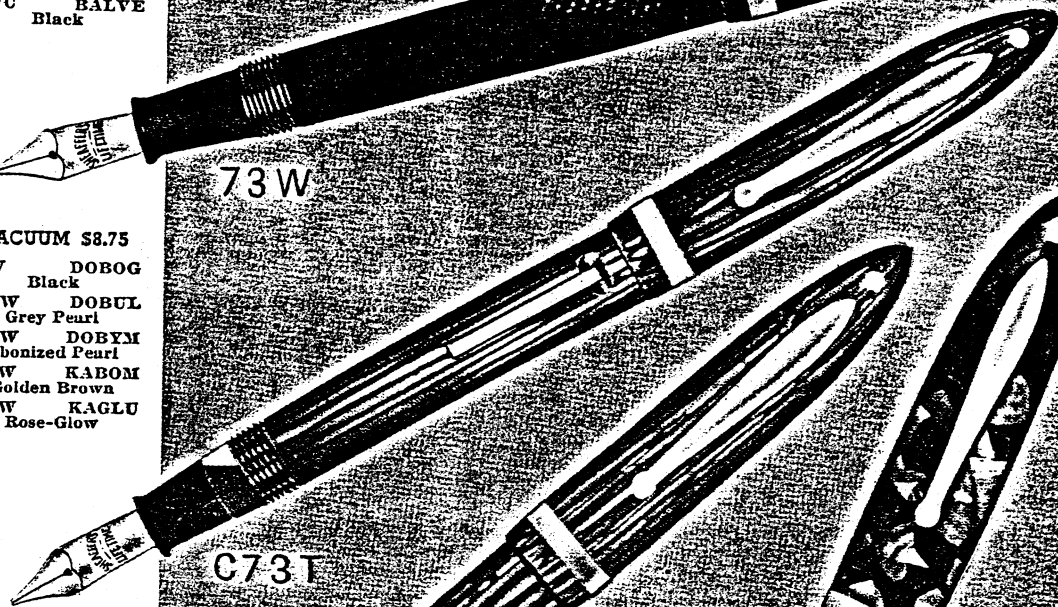
- D74VC DABIB Ebonized Pearl
- A74VC WEBAC Grey Pearl
- C74VC KABOP Golden Brown
- F74VC KAGAG Rose-Glow
- 74VC BALVE Black



73W

VACUUM \$8.75

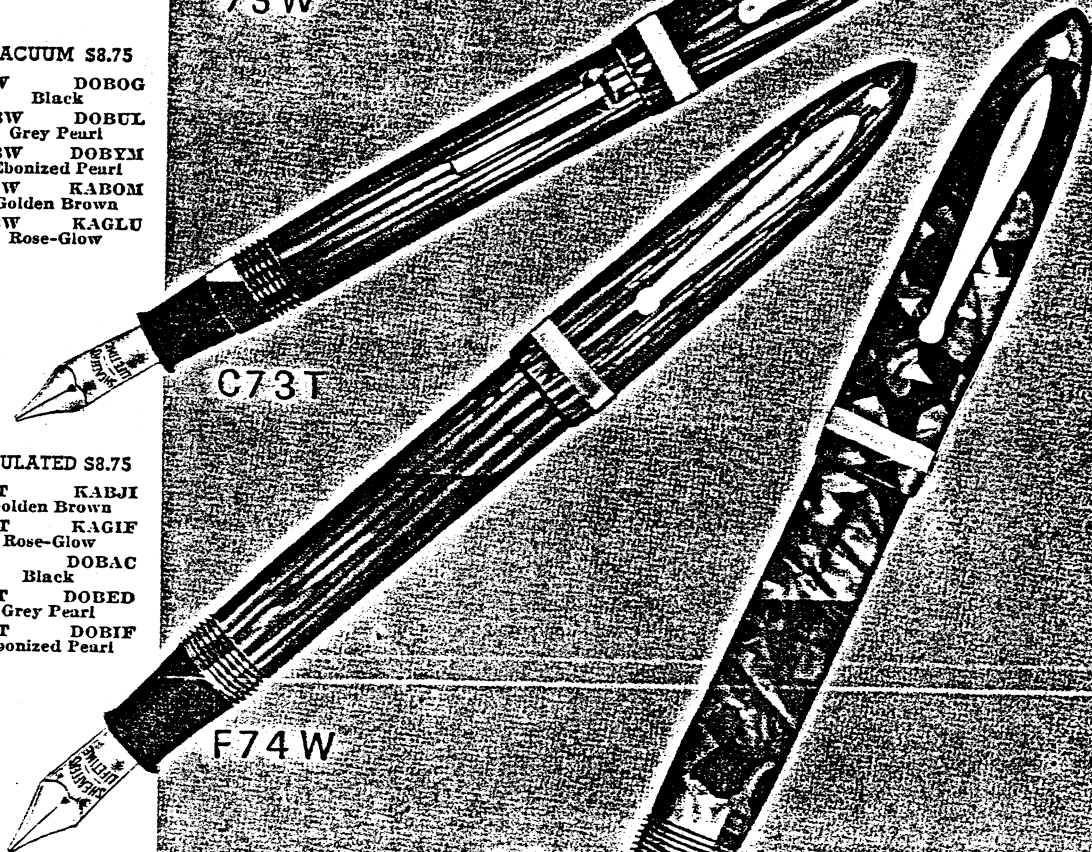
- 73W DOBOG Black
- A73W DOBUL Grey Pearl
- D73W DOBYM Ebonized Pearl
- C73W KABOM Golden Brown
- F73W KAGLU Rose-Glow



C73T

VISULATED \$8.75

- C73T KABJI Golden Brown
- F73T KAGIF Rose-Glow
- 73T DOBAC Black
- A73T DOBED Grey Pearl
- D73T DOBIF Ebonized Pearl



F74W

VACUUM \$10.00

- F74W KAGMY Rose-Glow
- 74W WADAB Black
- A74W WADEB Grey Pearl
- D74W WADIB Ebonized Pearl
- C74W KABRI Golden Brown

VISULATED \$10.00

- F74T KAGDE Rose-Glow
- 74T BALDO Black
- A74T WEBAB Grey Pearl
- D74T DABEB Ebonized Pearl
- C74T KABES Golden Brown

VACUUM \$10.00

- A8W WABYB Grey Pearl
- D8W WACIB Ebonized Pearl
- C8W KABLA Golden Brown
- F8W KAGEP Rose-Glow
- 8W WABUB Black

A8W

C8T

VISULATED \$10.00

- C8T KABAV Golden Brown
- F8T KAGOB Rose-Glow
- 8T BALAP Black
- A8T TROFA Grey Pearl
- D8T DABAB Ebonized Pearl



★ Illustrated are the 5 distinctive colors in the 1936 line—Ebonized Pearl, Black, Golden Brown, Rose-Glow, and Grey Pearl. These are the famous Lifetime pens with the white dot signaling the broadest guarantee in pendum, and the platinum identifying the silk-smooth FEATHERTOUCH points. Identical values in either VISULATED or Visible barrel type, both supreme in their fields. ★



Joan Craig

The DeLuxe Autograph Line

SHEAFFER'S Autograph pens and pencils are the aristocrats of writing instruments. They are rated as fine pieces of jewelry. Their clips, bands, points and pencil tips are solid 14K gold. The owner's signature is placed on the wide band in facsimile engraving, making the pen a treasured lifetime possession that may be handed down to grandchildren. Perfect gifts for those who wish the finest. For details on Autograph Ensembles, see page 10.



VISULATED \$18.00*

| | | |
|--------|-------|-------|
| 85T | BALFA | Black |
| 75T | BALBO | Black |
| 75V | BALVA | Black |
| 735V** | KAFYX | Black |

VACUUM \$18.00*

| | | |
|---------|-------|-------|
| 85W | CADAB | Black |
| 735WS** | CADIB | Black |
| 75W | CADEB | Black |

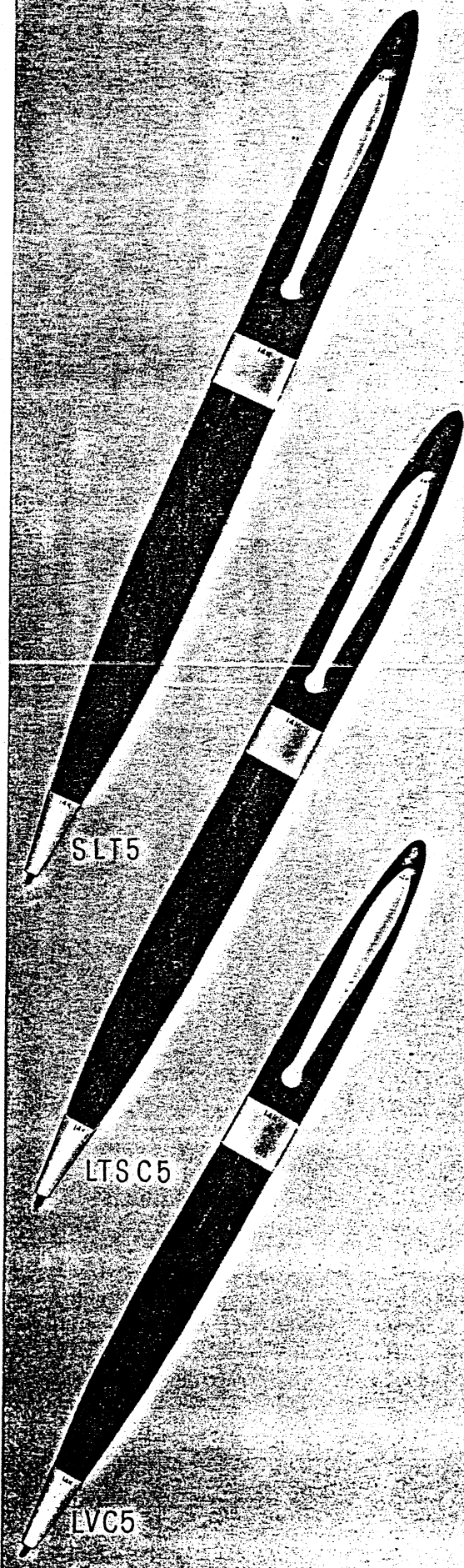
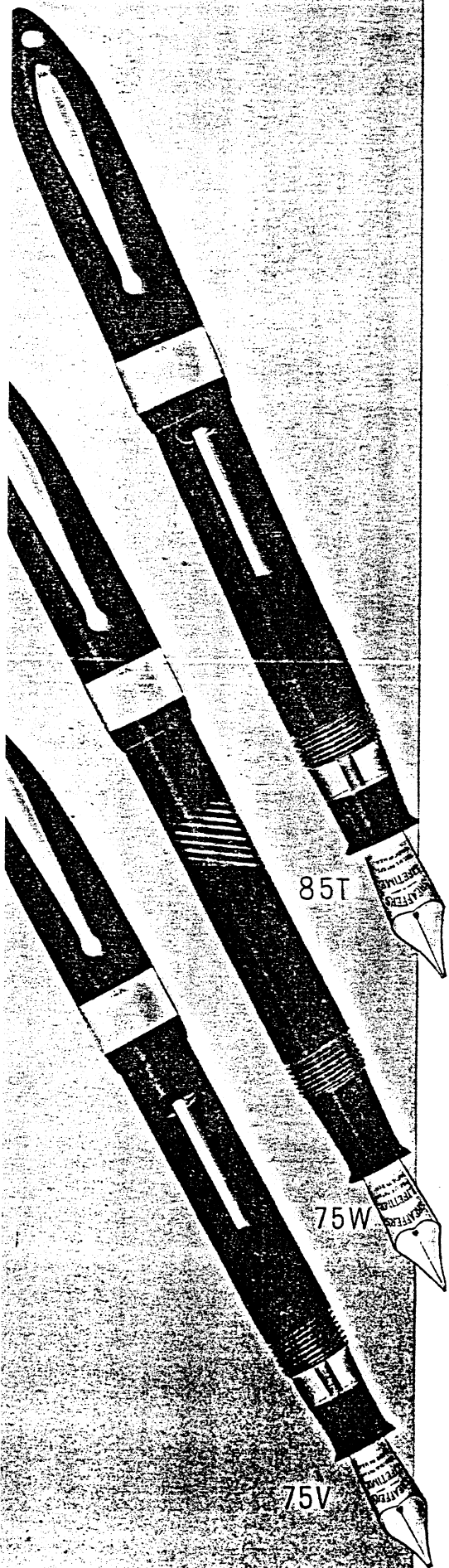
PENCILS \$12.00*

| | | |
|-------|-------|-------|
| SLT5 | BALNE | Black |
| LTSC5 | BALTO | Black |
| LVC5 | BAPLE | Black |
| LVF5 | BAPLI | Black |

* DeLuxe Autograph pens retail at \$18.00 but are billed to the dealer at \$17.50, less trade discount, so that Sheaffer may share the cost of facsimile engraving on the wide, gold band with the dealer. Similarly, pencils list at \$12.00 but are billed at \$11.50 less trade discount.

** "First Lady" models. See page 6 for size.

Don't fail to suggest Autograph as the finest obtainable for weddings, anniversaries, birthdays and "gifts to the boss."



First Lady

Introduced slightly more than a year ago, no style of pen has had a readier sale. Particularly designed with plenty of eye-appeal for ladies' use. Note the slender shape, the graceful, tapered design, the perfect proportion which each part of the pen bears to the whole. This makes it Milady's first choice. For details on Ensembles, see page 10. Identical values in VISULATED or Visible barrel types.

VACUUM \$8.75

| | | |
|-------|-------|----------------|
| F73WS | KAHVA | Rose-Glow |
| 73WS | LADDI | Black |
| A73WS | LADEC | Grey Pearl |
| D73WS | LADFO | Ebonized Pearl |
| C73WS | KABIN | Golden Brown |

F73WS

VISULATED \$8.75

| | | |
|------|-------|----------------|
| D73V | LADBY | Ebonized Pearl |
| C73V | KABKO | Golden Brown |
| F73V | KAGRI | Rose-Glow |
| 73V | LADAB | Black |
| A73V | WEBAD | Grey Pearl |

D73V

C73WS

VISULATED \$5.00

| | | |
|------|-------|----------------|
| A53V | WEBEM | Grey Pearl |
| D53V | LADHA | Ebonized Pearl |
| C53V | KACIT | Golden Brown |
| F53V | KAHEV | Rose-Glow |
| 53V | LADGU | Black |

A53V

VACUUM \$5.00

| | | |
|-------|-------|----------------|
| 53WS | LADJE | Black |
| A53WS | LADKI | Grey Pearl |
| D53WS | LADLO | Ebonized Pearl |
| C53WS | KACOC | Golden Brown |
| F53WS | KAHYP | Rose-Glow |

53WS

"Streamlined Balance"

Illustrated are the popular models in the Streamlined design selling at \$5.00 and \$3.50. \$5.00 models have the famous FEATHERTOUCH two-way point. All are fully streamlined, eliminating hand fatigue. Identical values in VISULATED or Visible barrel models. For information on Ensembles, see pages 10, 11 and 12.



VISULATED \$5.00

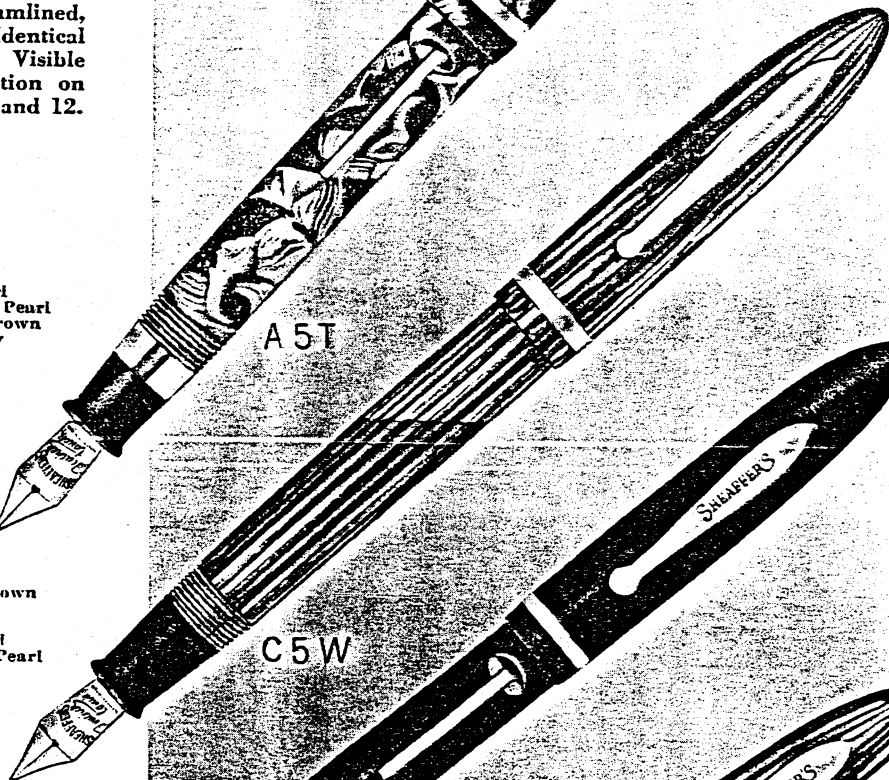
| | | |
|-----|-------|----------------|
| A5T | TROFE | Grey Pearl |
| D5T | DACAB | Ebonized Pearl |
| C5T | KACEF | Golden Brown |
| F5T | KAHPE | Rose-Glow |
| 5T | FIBAC | Black |



A5T

VACUUM \$5.00

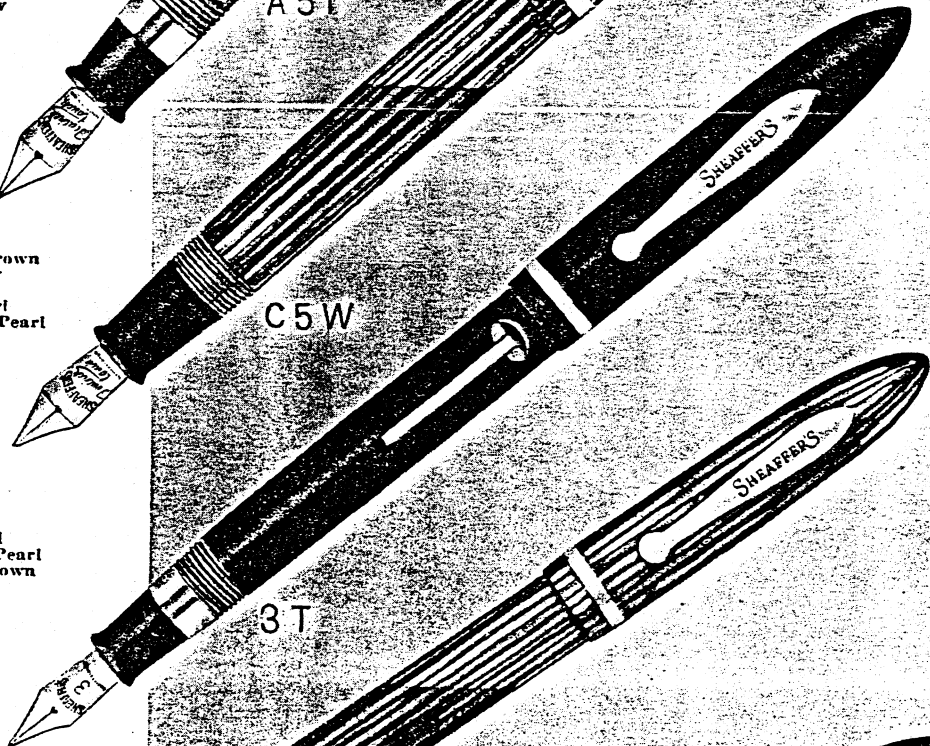
| | | |
|-----|-------|----------------|
| C5W | KACTR | Golden Brown |
| F5W | KAHTO | Rose-Glow |
| 5W | WABAB | Black |
| A5W | WABEB | Grey Pearl |
| D5W | WACYB | Ebonized Pearl |



C5W

VISULATED \$3.50

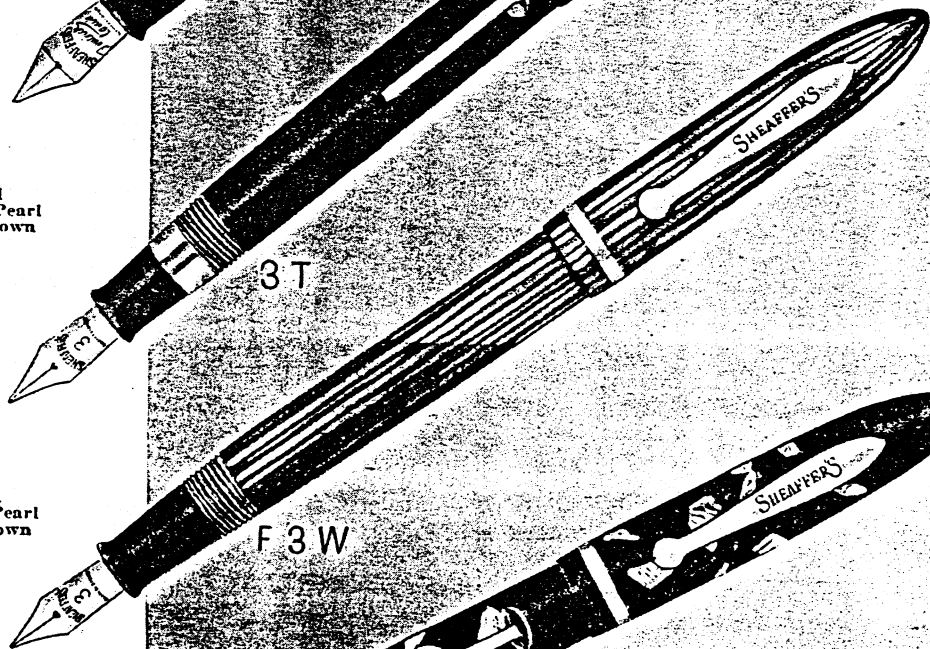
| | | |
|-----|-------|----------------|
| 3T | TERAC | Black |
| A3T | WEBEP | Grey Pearl |
| D3T | DACOB | Ebonized Pearl |
| C3T | KACEI | Golden Brown |
| F3T | KAHUN | Rose-Glow |



3T

VACUUM \$3.50

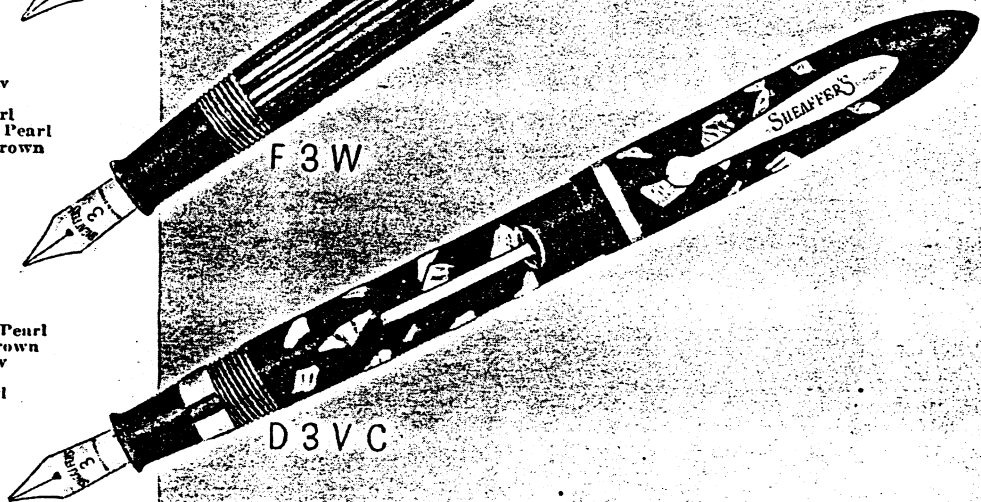
| | | |
|-----|-------|----------------|
| F3W | KAKIC | Rose-Glow |
| 3W | WUKIB | Black |
| A3W | WUKYB | Grey Pearl |
| D3W | WUKOB | Ebonized Pearl |
| C3W | KADED | Golden Brown |



F3W

VISULATED \$3.50

| | | |
|------|-------|----------------|
| D3VC | DACUB | Ebonized Pearl |
| C3VC | KADAT | Golden Brown |
| F3VC | KAISC | Rose-Glow |
| 3VC | TEMUP | Black |
| A3VC | WEBIR | Grey Pearl |



D3VC

Balance and Junior Pens



These are the popular priced models specially designed for school work. The No. 3P is a combination pen-pencil with a pen on one end, a pencil on the other.

\$2.75 models have chromium trimmings and full Sheaffer streamlined designs.

The Junior models at \$2.25 are semi-streamlined in shape. Identical values in VISULATED and Visible barrel models. For information on Ensembles, see page 12.



2V
A2V

VISULATED \$2.75

TECAP Black
TROBE Grey Pearl

VISULATED

| | | | | |
|-----|-------|-------|-------|---------|
| 3P | CENOP | Black | | \$ 5.00 |
| 5P | COMPA | Black | | 8.50 |
| 74P | COLPA | Black | | 12.00 |

A2
2

VISULATED \$2.25

TROCA Grey Pearl
THELU Black

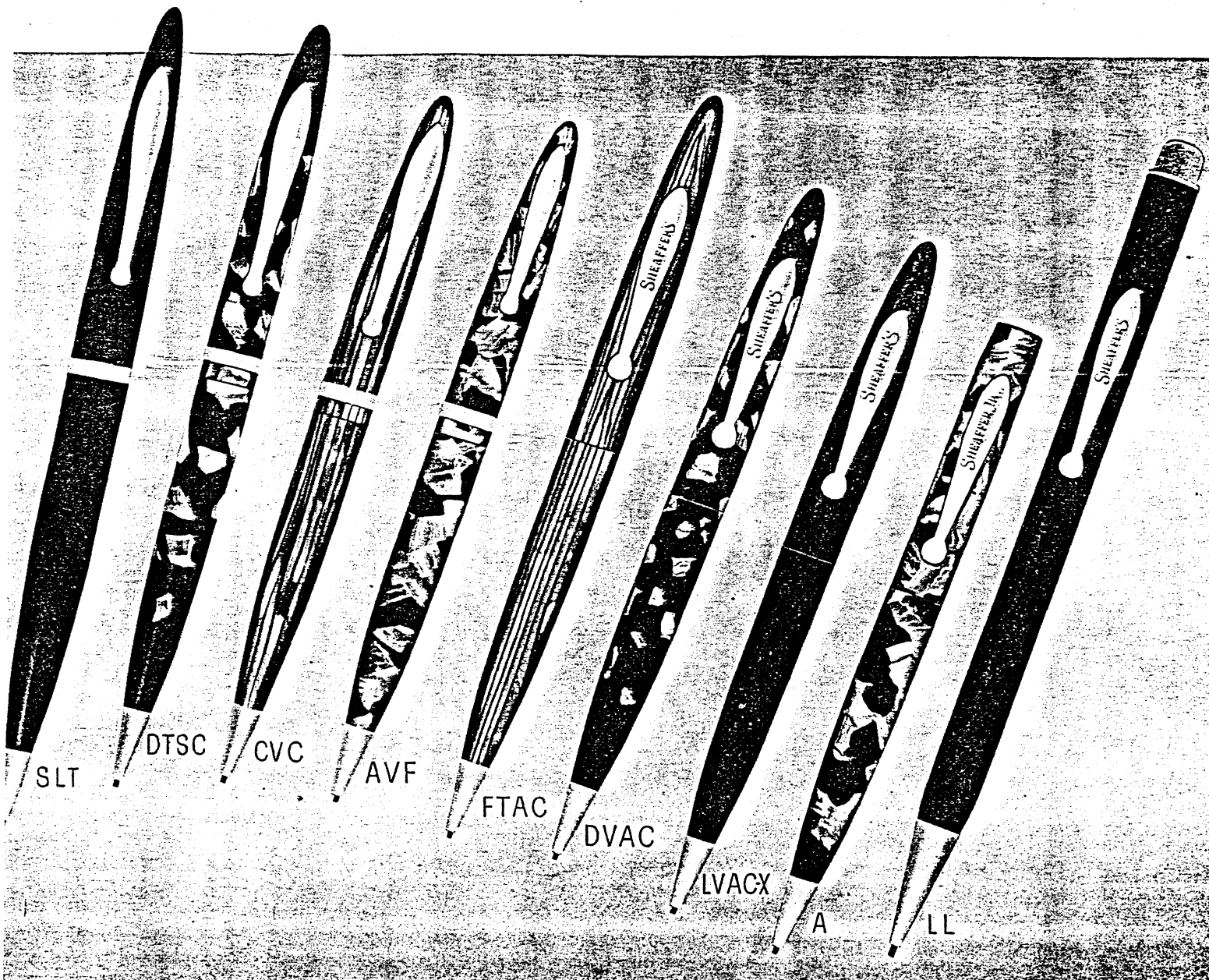
VACUUM \$2.25

WULIB Grey Pearl
WULEB Black

A20
20

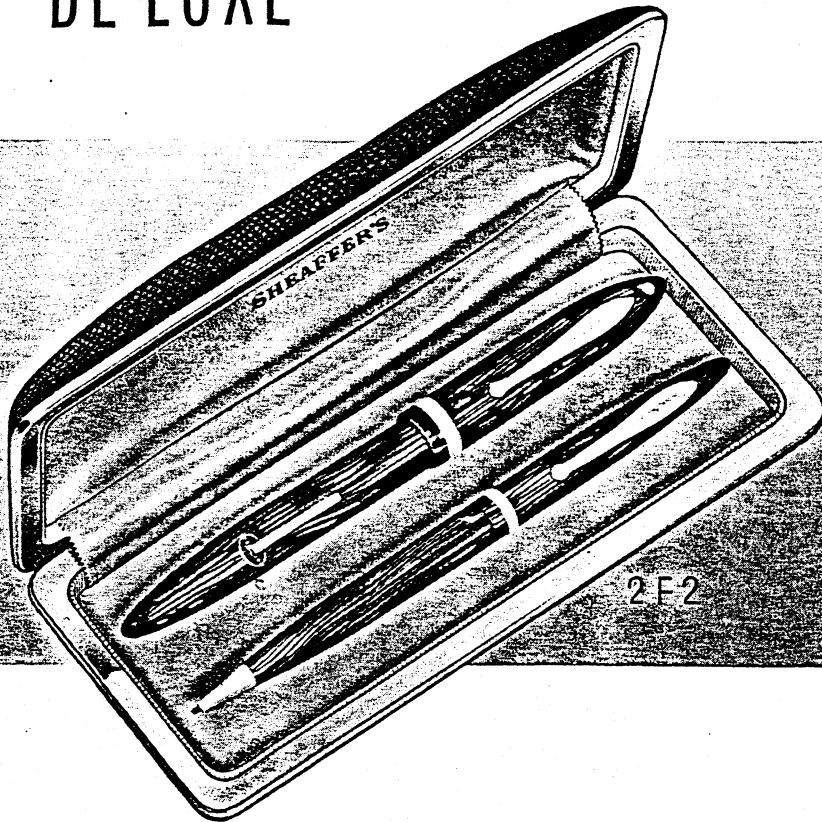
Propel-Repel-Expel Pencils to Match

There is a pencil to match every Sheaffer pen. The price range is \$1.00 to \$5.00. The Sheaffer pencil is famous for its propel-repel-expel mechanism. Built to last a lifetime. The finest materials are used in its construction and it is put together without the use of solder. The streamlined Balance pencil first incorporated the "break" in the middle so that the upper half of the pencil actuates the mechanism instead of the small cap used previously.



| BLACK | GREY PEARL | EBONIZED PEARL | GOLDEN BROWN | ROSE-GLOW | PRICE |
|-----------------------------------|------------|----------------|--------------|----------------------|--------|
| SLT-BALAK | SAT-WOBIB | SDT-DADAB | SCT-KADIS | SFT-KAKAV | \$5.00 |
| LTC-BALCO | ATSC-WOBAB | DTSC-DADEB | CTC-KADUB | FTC-KAKOS | 4.00 |
| LVC-LVECE | AVC-WOBEB | DVC-DADIB | CVC-KADYG | FVC-KAKMU | 3.50 |
| LVF-LADMU | AVF-LADAM | DVF-LADNA | CVF-KAFAR | FVF-KAKYL | 3.50 |
| LTAC-PIBCA | ATAC-WEBIT | DTAC-DADUB | CTAC-KAFES | FTAC-KAMAB | 3.00 |
| LVAC-POBUZ | AVAC-WULOB | DVAC-DADYB | CVAC-KAFIT | FVAC-KAMEC | 2.50 |
| LVAC-X-TEBEB (chrome trim) | | | | | 2.00 |
| I-THELE | A-WUMAB | | | | 1.00 |
| LL-JASOX Black Radite 4-inch Lead | | | | | 1.00 |

DE LUXE

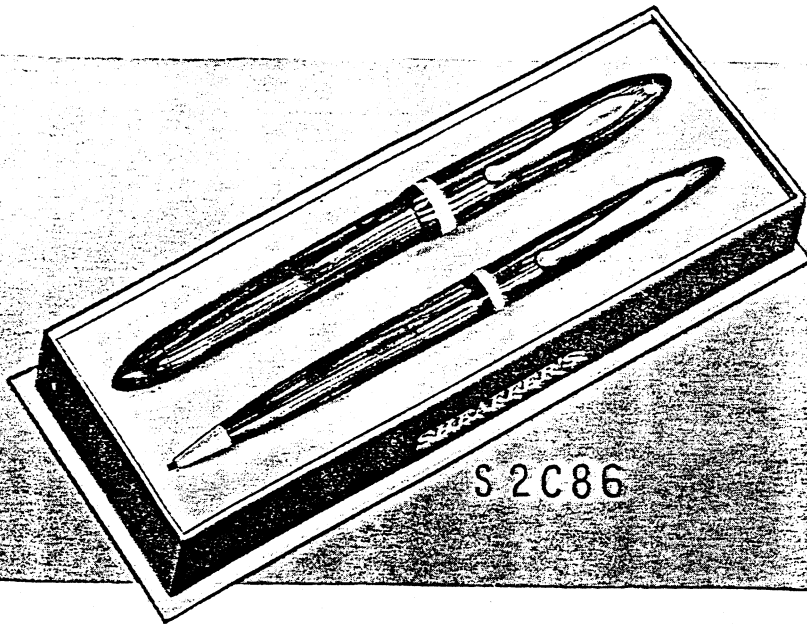


2 F-2

| PEN | PENCIL | BLACK | GRAY PEARL | EBONIZED PEARL | GOLDEN BROWN | ROSE GLOW | SET PRICE |
|---|--------|------------|------------|----------------|--------------|------------|-----------|
| DE LUXE AUTOGRAPH VISULATED | | | | | | | |
| 85T | SLT5 | 2L91—TALVO | | 2D91—DAKUB | . | . | \$30.00* |
| 75T | LTC5 | 2L92—TALVY | | 2D92—DAKYB | . | . | 30.00* |
| 75V | LVC5 | 2L93—TAMVE | | 2D93—DALAB | . | . | 30.00* |
| DE LUXE AUTOGRAPH VACUUM FIL | | | | | | | |
| 85W | SLT5 | 2L97—TAMYO | | 2D97—DANIB | . | . | 30.00* |
| 75W | LTC5 | 2L98—TAMVU | | 2D98—DANOB | . | . | 30.00* |
| 735WS | LVF5 | 2L99—TAMVY | | 2D99—DANUB | . | . | 30.00* |
| LIFETIME VISULATED | | | | | | | |
| 8T | SLT | 2L1—LABAB | 2A1—WEBOX | 2D1—DALUB | 2C1—KAMBU | 2F1—KAPLE | 15.00 |
| 74T | LTC | 2L2—LABIB | 2A2—WEBOZ | 2D2—DALYB | 2C2—KAMYR | 2F2—KAPLI | 14.00 |
| 74V | LVC | 2L3—LABIB | 2A3—WEBUG | 2D2—DAMAB | 2C3—KALDA | 2F3—KASCA | 12.25 |
| LIFETIME VACUUM FIL | | | | | | | |
| 8W | SLT | 2L81—WUBUB | 2A81—WUDIB | 2D81—WUGAB | 2C81—KALFA | 2F81—KASAC | 15.00 |
| 74W | LTC | 2L86—WUMYB | 2A86—WUPAB | 2D86—WUPEB | 2C86—KALAS | 2F86—KASIC | 14.00 |
| THIN MODEL LIFETIME VISULATED | | | | | | | |
| 73T | LTC | 2L8—DOCAN | 2A8—DOCEP | 2D8—DOCIR | 2C8—KALOV | 2F8—KASUC | 12.75 |
| THIN MODEL LIFETIME VACUUM FIL | | | | | | | |
| 73W | LTC | 2L76—DODAB | 2A76—DODEC | 2D76—DODID | 2C76—KALEB | 2F76—KASID | 12.75 |
| FIRST LADY LIFETIME VISULATED | | | | | | | |
| 73V | LVF | 2L7—LADCA | 2A7—WEBUK | 2D7—LADEB | 2C7—KALIC | 2F7—KASRE | 12.25 |
| FIRST LADY LIFETIME VACUUM FIL | | | | | | | |
| 73WS | LVF | 2L87—LADAG | 2A87—LADGI | 2D87—LADEH | 2C87—KALUD | 2F87—KASIF | 12.25 |
| FIRST LADY VISULATED | | | | | | | |
| 53V | LVF | 2L37—LADPE | 2A37—WEBYN | 2D37—LADQI | 2C37—KALIN | 2F37—KASYR | 8.50 |
| FIRST LADY VACUUM FIL | | | | | | | |
| 53WS | LVF | 2L88—LADUI | 2A88—LADWU | 2D88—LADVO | 2C88—KALCO | 2F88—KAVPE | 8.50 |
| SHEAFFER FEATHERTOUCH VISULATED | | | | | | | |
| 5T | LVC | 2L31—MVIDE | 2A31—MVUDE | 2D31—MVIFE | 2C31—KALEF | 2F31—KASRI | 8.50 |
| 5T | LTC | 2L32—MSEZE | 2A32—WEBUL | 2D32—DAMYB | 2C32—KALAF | 2F32—KASCI | 9.00 |
| SHEAFFER FEATHERTOUCH VACUUM FIL | | | | | | | |
| 5W | LTC | 2L80—MVYDE | 2A80—MVAFE | 2D80—MVEFE | 2C80—KALAG | 2F80—KASAR | 9.00 |
| 5W | LVC | 2L84—WUDEB | 2A84—WUFYB | 2D84—WUGOB | 2C84—KALEG | 2F84—KASOE | 8.50 |

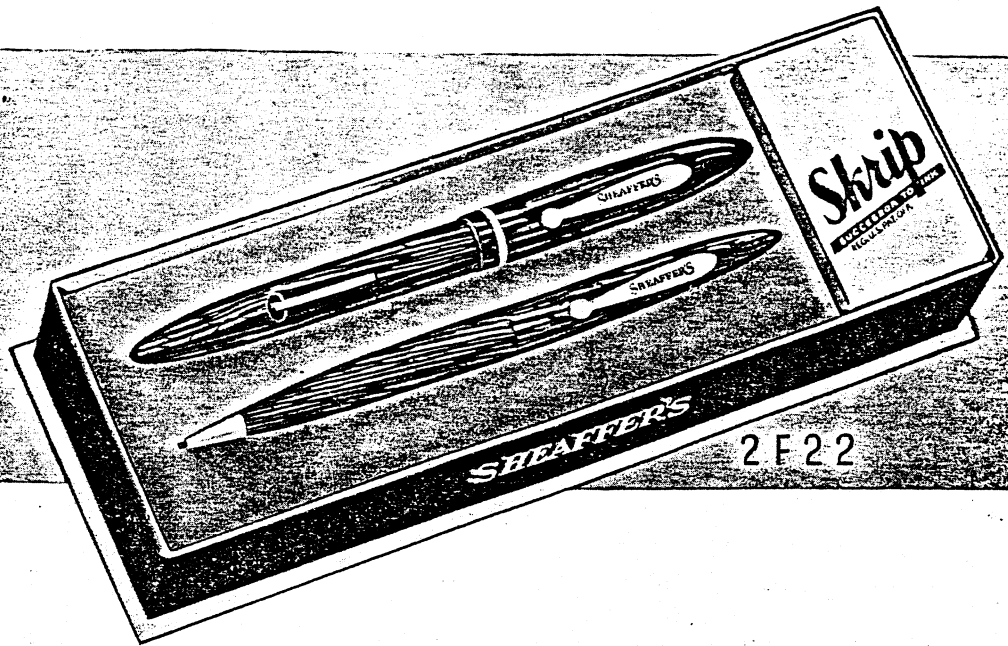
* See note page 5.

ENSEMBLES

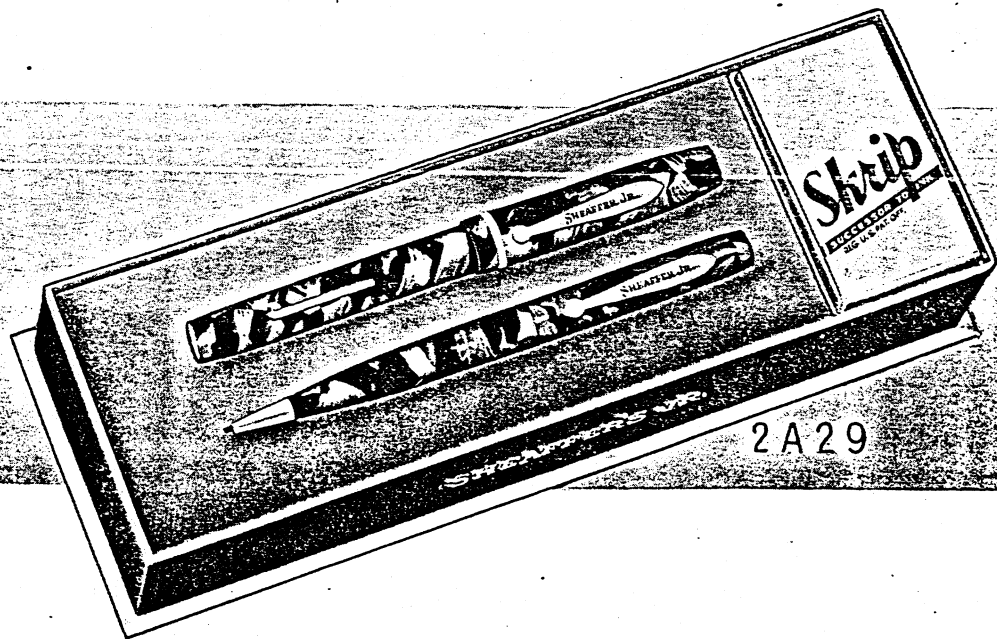


| PEN | PENCIL | BLACK | GRAY PEARL | EBONIZED PEARL | GOLDEN BROWN | ROSE GLOW | SET PRICE |
|---|--------|-------------|-------------|----------------|--------------|-------------|-----------|
| LIFETIME VISULATED | | | | | | | |
| 8T | SLT | S2L1—JABAB | S2A1—JABEC | S2D1—JABID | S2C1—JABOF | S2F1—JABUG | \$14.00 |
| 74T | LTC | S2L2—JABYH | S2A2—JACAK | S2D2—JACEL | S2C2—JACIM | S2F2—JACON | 13.00 |
| 74V | LVC | S2L3—JACUP | S2A3—JACYR | S2D3—JADAS | S2C3—JADET | S2F3—JADIV | 11.25 |
| LIFETIME VACUUM FIL | | | | | | | |
| 8W | SLT | S2L81—JADOW | S2A81—JADUX | S2D81—JADYZ | S2C81—JAFAZ | S2F81—JAFEX | 14.00 |
| 74W | LTC | S2L86—JAFIB | S2A86—JAFOC | S2D86—JAFUD | S2C86—JAFYF | S2F86—JAGAG | 13.00 |
| THIN MODEL LIFETIME VISULATED | | | | | | | |
| 73T | LTC | S2L8—JAGIH | S2A8—JAGOK | S2D8—JAGUL | S2C8—JAGEM | S2F8—JAGYN | 11.75 |
| THIN MODEL LIFETIME VACUUM FIL | | | | | | | |
| 73W | LTC | S2L76—JAHAP | S2A76—JAHER | S2D76—JAHIS | S2C76—JAHOT | S2F76—JAHUV | 11.75 |
| FIRST LADY LIFETIME VISULATED | | | | | | | |
| 73V | LVF | S2L7—JAHYW | S2A7—JAKAX | S2D7—JAKEZ | S2C7—JAKIV | S2F7—JAKOB | 11.25 |
| FIRST LADY LIFETIME VACUUM FIL | | | | | | | |
| 73WS | LVF | S2L87—JAKUC | S2A87—JAKYD | S2D87—JALAF | S2C87—JALEG | S2F87—JALIC | 11.25 |
| FIRST LADY VISULATED | | | | | | | |
| 53V | LVF | S2L37—JAPYK | S2A37—JARAL | S2D37—JAREM | S2C37—JARIN | S2F37—JAROP | 7.50 |
| FIRST LADY VACUUM FIL | | | | | | | |
| 53WS | LVF | S2L88—JARUS | S2A88—JARYK | S2D88—JASAT | S2C88—JASEV | S2F88—JASIW | 7.50 |
| SHEAFFER FEATHERTOUCH VISULATED | | | | | | | |
| 5T | LVC | S2L31—JAMIP | S2A31—JAMOR | S2D31—JAMUS | S2C31—JAMYT | S2F31—JANAV | 7.50 |
| 5T | LTC | S2L32—JALOH | S2A32—JALUK | S2D32—JALYL | S2C32—JAMAM | S2F32—JAMEN | 8.00 |
| SHEAFFER FEATHERTOUCH VACUUM FIL | | | | | | | |
| 5W | LTC | S2L80—JANEW | S2A80—JANIX | S2D80—JANOZ | S2C80—JANUR | S2F80—JANYB | 8.00 |
| 5W | LVC | S2L84—JAPAC | S2A84—JAPED | S2D84—JAPIF | S2C84—JAPOG | S2F84—JAPUH | 7.50 |

Balance and Junior Ensembles



| PEN | PENCIL | BLACK | GRAY PEARL | EBONIZED PEARL | GOLDEN BROWN | ROSE GLOW | SET PRICE |
|----------------------------|--------|------------|------------|----------------|--------------|------------|-----------|
| SHEAFFER VISULATED | | | | | | | |
| 3T | LTAC | 2L22—THAZY | 2A22—WEBYW | 2D22—DALEB | 2C22—KALDI | 2F22—KAVLO | \$ 5.00 |
| 3VC | LVAC | 2L23—LABAT | 2A23—WECAF | 2D23—DALIB | 2C23—KALRI | 2F23—KEFGA | 5.00 |
| SHEAFFER VACUUM FIL | | | | | | | |
| 3W | LVAC | 2L85—WUKAB | 2A85—WULAB | 2D85—WUKEB | 2C85—KALUL | 2F85—KEFED | 5.00 |



| PEN | PENCIL | BLACK | GRAY PEARL | EBONIZED PEARL | GOLDEN BROWN | ROSE GLOW | SET PRICE |
|--|--------|------------|------------|----------------|--------------|-----------|-----------|
| SHEAFFER CHROMIUM TRIMMED VISULATED | | | | | | | |
| 2V | LVAC—X | 2L20—THARO | 2A20—TROCE | | | | \$ 3.95 |
| SHEAFFER JUNIOR VISULATED | | | | | | | |
| 2 | L | 2L29—THEMU | 2A29—TRODE | | | | 2.95 |
| SHEAFFER JUNIOR VACUUM FIL | | | | | | | |
| 20 | L | 2L89—WULUB | 2A89—WULYB | | | | 2.95 |

SHEAFFER'S DRY-PROOF DESK SET LINE

More varied, more beautiful than ever before is the 1936 SHEAFFER line of Dry-Proof desk sets. Numbering more than 100 designs, the line has a set to accommodate every purse and taste.

The SHEAFFER Dry-Proof line embodies the revolutionary improvement of the Dry-Proof socket. A little key in the section of the pen engages a fluted sleeve within the socket. A half turn of the pen causes the sleeve to move down ward, firmly locking the pen against the beveled shoulder within the socket.

The amazing thing about the Dry-Proof socket is that whether the pen is locked or unlocked, it air-seals within the socket. Making the simple half turn to the right does not push the pen further into the socket; it merely insures that the pen cannot come away from the socket shoulder until the user is ready for it. Thus the pen may be locked at night and stored away flat in a desk drawer with assurance it will not pop out of the socket and be dry the following morning. Many users lock the pen at each time of using with virtually no inconvenience.

In the illustration below the mechanism of the Dry-Proof socket is explained. Only SHEAFFER has the Dry-Proof socket. It eliminates entirely the major fault with desk sets of the past—drying out of the pen. When you sell Sheaffer Dry-Proof desk sets you can do so with the assurance they will render 100% satisfaction to the customer.

SHEAFFER desk sets are supplied with one of three pens—the Lifetime, No. 74D, ZYUBL, No. 5D, ZYUBS, and the No. 3D, ZYUBW. All desk set bases are shipped complete with pens, each of the proper color to match the base, but if it is necessary to order desk pens separately for replacement purposes, the price of the No. 74D is \$8.00, the No. 5D, \$5.00 and the 3D, \$3.00.

K043 PIVGO. Black and Chromium lamp. 8" x 4" x 8" high. \$10.00 with No. 3 pen. J015 PIVFU. Black bakelite with Chromium chevron design. 3 1/2" x 3 1/2" x 3/8". \$8.50 with No. 5 pen.

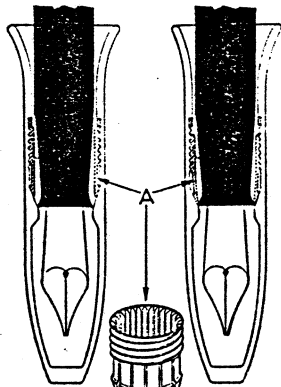
J025 PIVFY. Blue Mirror glass with Chromium trim. 3 3/4" dia. x 7/8". \$8.50 with No. 5 pen.

J055 CABYD. Gold mirror glass with pencil groove. 2 3/4" x 3 1/4" x 15/16". \$8.50 with No. 5 pen.

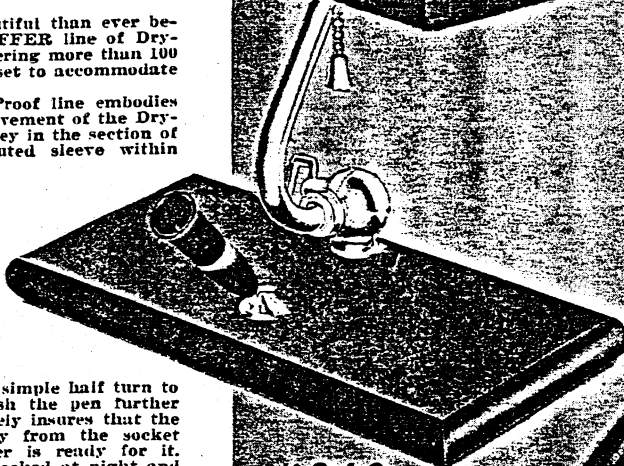
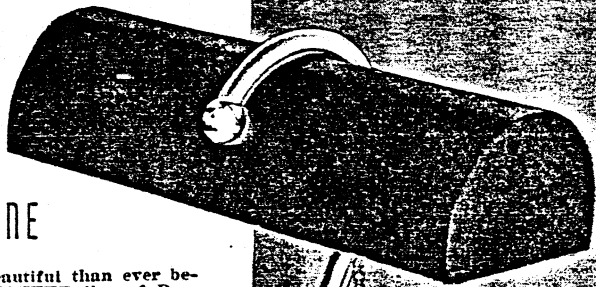
J045 CABID. Green Brazilian onyx with bevel edge. 3 3/4" dia. x 3/8". \$8.50 with No. 5 pen.

J035 PIVGA. Chromium base, black bakelite top. 2 3/4" x 3 1/4" x 3/8". \$8.50 with No. 3 pen.

J035 PIVGA. Chromium base, black bakelite top. 2 3/4" x 3 1/4" x 3/8". \$8.50 with No. 3 pen.



TURNING PEN TO THE RIGHT FORCES FLUTED SLEEVE "A" INTO LOCKING POSITION MAKING AIR-TIGHT SEAL BY FIRMLY PRESSING PEN AGAINST SOCKET SEAT



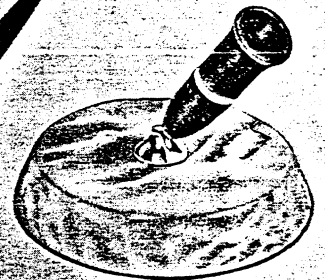
K043



74D

5D

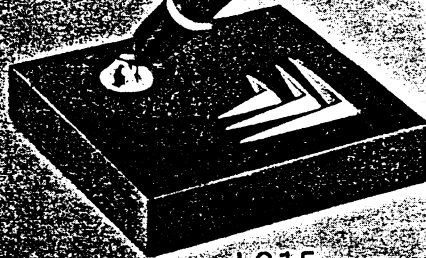
3D



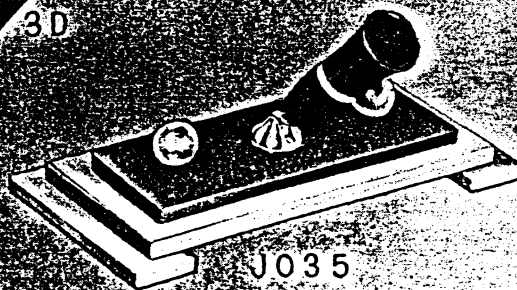
J045



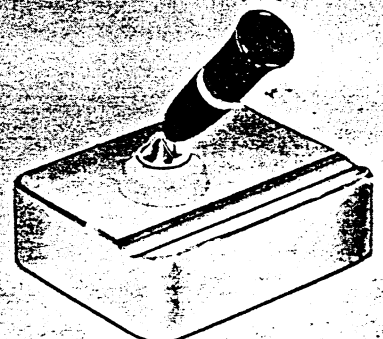
J025



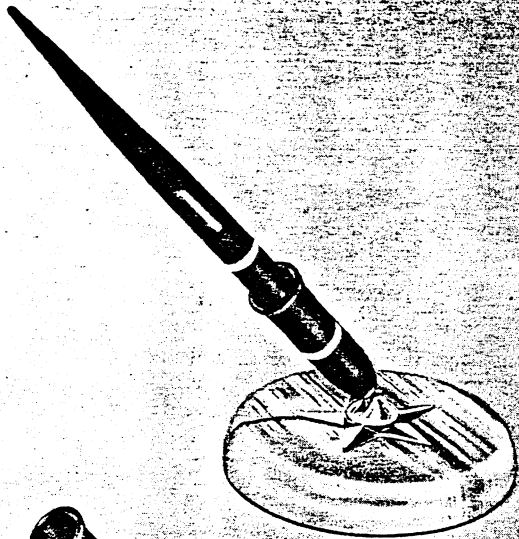
J015



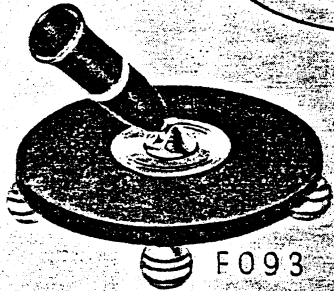
J035



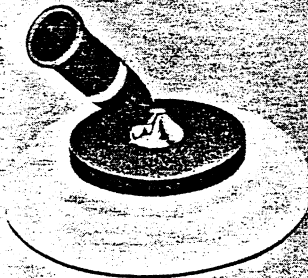
J055



F113



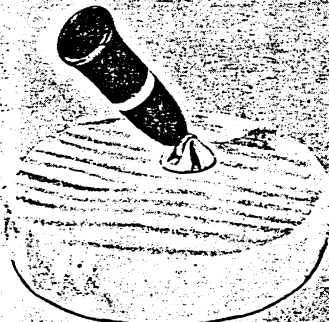
F093



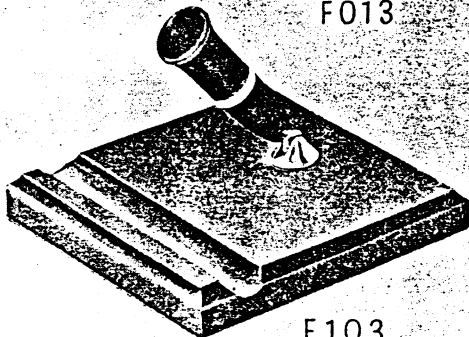
F073



F053



F013



F103

F113 CABIP. Colored Pedrara Onyx with gold star. 3 1/2" dia. x 3/8". \$3.00 with No. 3 pen.

F043 POKUT. Brown bakelite with gold stars. Brown socket. 3 1/2" side x 3/8". \$3.00 with No. 3 pen.

F093 CABAC. Black bakelite with chrome feet. 3 1/2" dia. x 3/8". \$5.00 with No. 3 pen.

F033 CABUD. Black bakelite with bent chrome feet. 3 1/2" dia. x 3/4". \$5.00 with No. 3 pen.

F073 PIVBA. White Pedrara Onyx with green bakelite disc, green socket. 3 1/2" dia. x 3/4". \$5.00 with No. 3 pen.

F123 CABOP. Colored Pedrara Onyx with chromium star. 3 1/2" dia. x 3/8" thick. \$5.00 with No. 3 pen.

F053 PISAR. Black and gold marble with bevel edge. 3 1/2" dia. x 3/8". \$5.00 with No. 3 pen.

F063 PISIC. Black bakelite and chromium trim. 3 1/2" dia. x 3/4". \$5.00 with No. 3 pen.

F013 BUBYG. Colored Pedrara Onyx. 3 1/2" dia. x 3/4". \$5.00 with No. 3 pen.

F023 CABUB. Green and white bakelite. Green socket and pen. 3 1/2" dia. x 3/8". \$5.00 with No. 3 pen.

F103 SABNA. Black radite with pencil groove. 3 3/4" x 3 3/4" x 1/2". \$5.00 with No. 3 pen.

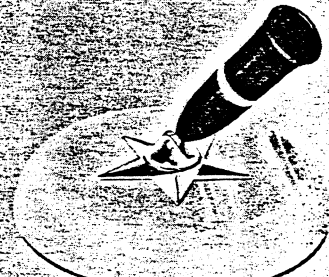
F083 PIVBE. Black and gold marble with rounded front. 2 3/4" x 3" x 3/8". \$5.00 with No. 3 pen.



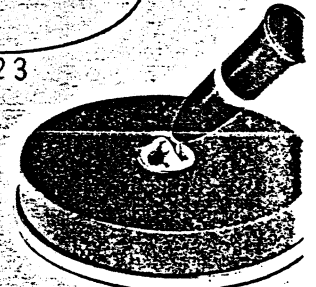
F043



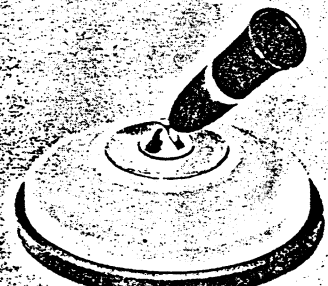
F033



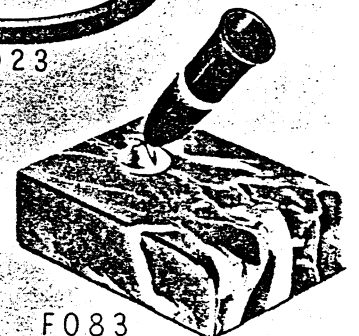
F123



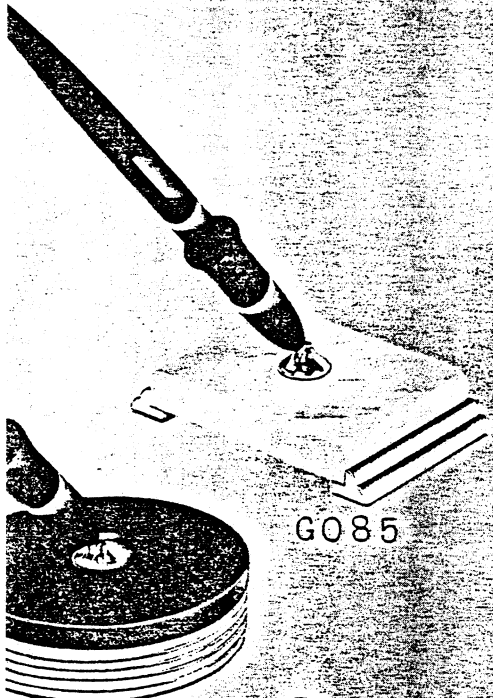
F063



F023



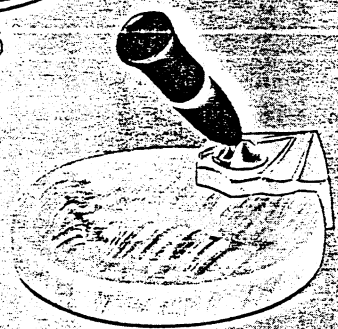
F083



G085



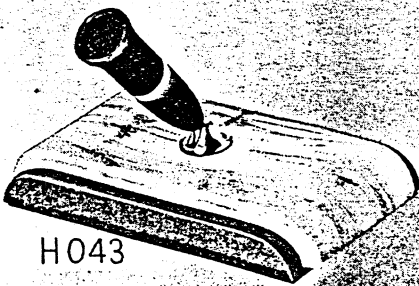
G025



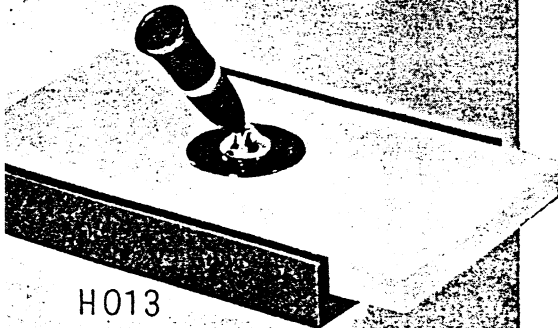
G055



G045



H043



H013

G085 PIVBY. Colored Pedrara Onyx, gold trim. $2\frac{1}{4}'' \times 3\frac{3}{8}'' \times \frac{5}{8}''$. \$7.50 with No. 5 pen.

G075 PIVBU. Colored Pedrara Onyx with silver and gold triangle. $2\frac{1}{2}'' \times 3\frac{1}{2}'' \times \frac{5}{8}''$. \$7.50 with No. 5 pen.

G025 PIVBI. Black Bakelite with satin silver edge. $3\frac{3}{8}''$ dia. $\times \frac{5}{8}''$. \$7.50 with No. 5 pen.

G035 CABYB. Brown bakelite, gold disc, brown socket. $3\frac{1}{2}'' \times 3\frac{1}{2}'' \times \frac{5}{8}''$. \$7.50 with No. 5 pen.

G055 CABUG. Colored Pedrara Onyx with gold trim. $3\frac{1}{2}'' \times \frac{5}{8}''$. \$7.50 with No. 5 pen.

G065 PIVBO. White Pedrara Onyx chromium trim. $3\frac{1}{2}''$ dia. $\times \frac{5}{8}''$. \$7.50 with No. 5 pen.

G045 CABAB. Black bakelite and satin finish square. $3\frac{1}{4}'' \times 3\frac{1}{4}'' \times \frac{5}{8}''$. \$7.50 with No. 5 pen.

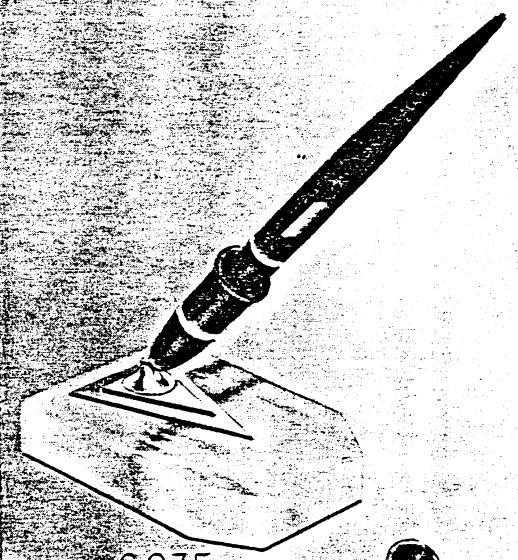
G015 CABIC. Black bakelite, gold trim. $3\frac{3}{4}''$ side $\times \frac{5}{8}''$. \$7.50 with No. 5 pen.

H043 PIVFO. Colored Pedrara Onyx and bronze, brown socket. $4\frac{1}{2}'' \times 2\frac{1}{2}'' \times \frac{3}{4}''$. \$7.50 with No. 3 pen.

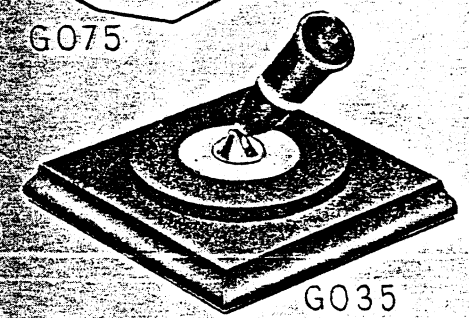
H023 CABEF. Lenox China, brown base, brown socket. $3'' \times 6'' \times \frac{5}{8}''$. \$7.50 with No. 3 pen.

H013 CABIN. Brown and white bakelite, brown socket. $7'' \times 4'' \times \frac{5}{8}''$. \$7.50 with No. 3 pen.

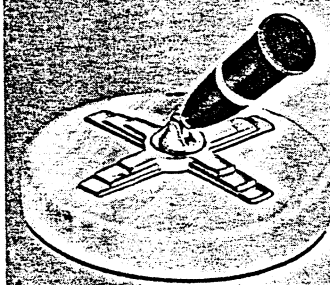
H033 CABEG. Silver Mirror glass with chrome feet. $3'' \times 6'' \times \frac{5}{8}''$. \$7.50 with No. 3 pen.



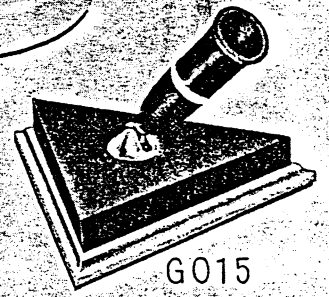
G075



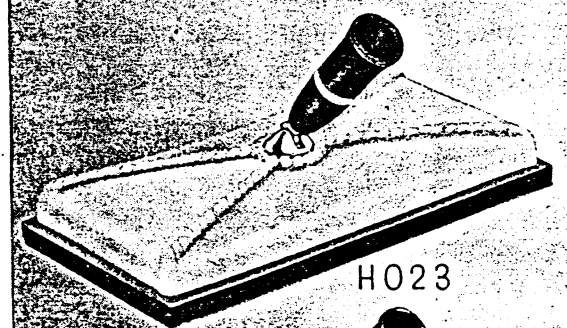
G035



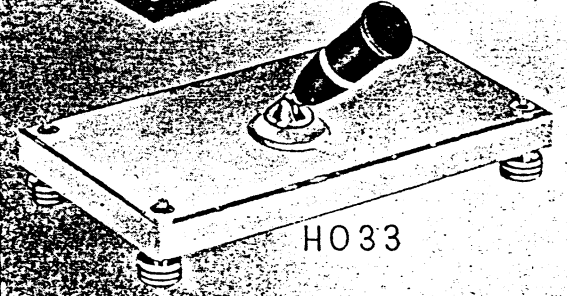
G065



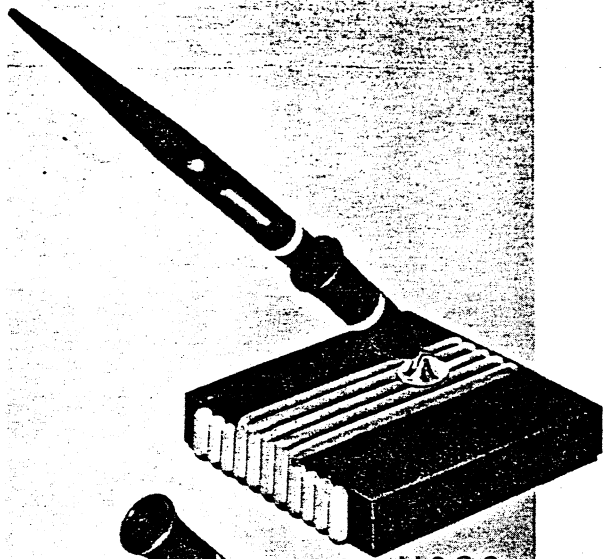
G015



H023



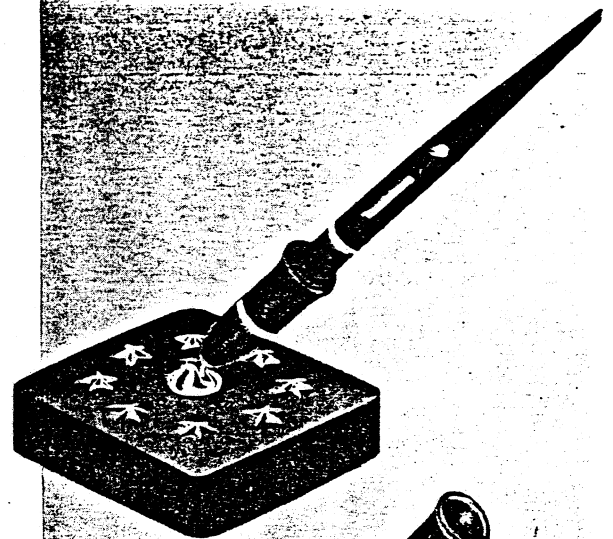
H033



M088

M088 PIVKI. Black bakelite, satin silver trim. 3 1/2" x 3 1/2" x 3/4". \$10.00 with LIFETIME pen.

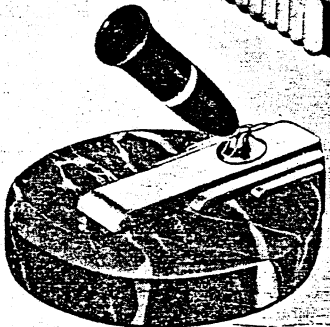
M098 PIVKO. Brown bakelite with gold stars, brown socket. 3 1/2" x 3 1/4" x 3/4". \$10.00 with LIFETIME pen.



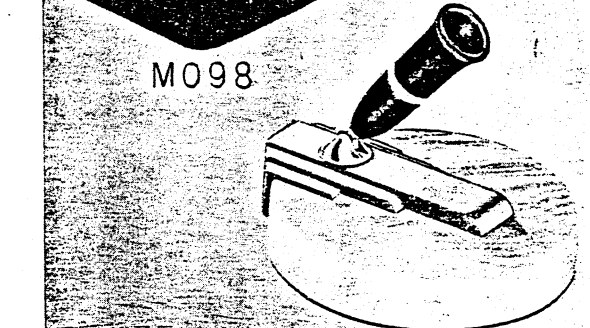
M098

M048 PIVHY. Black and gold marble with satin gold trim piece. 3 1/2" dia. x 5/8". \$10.00 with LIFETIME pen.

M068 PIVKE. Colored Pedrara Onyx, gold trim. 3 1/2" dia. x 5/8". \$10.00 with LIFETIME pen.



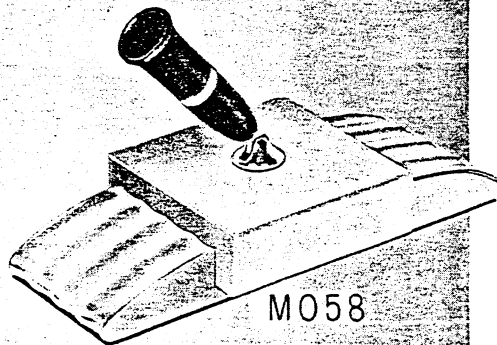
M048



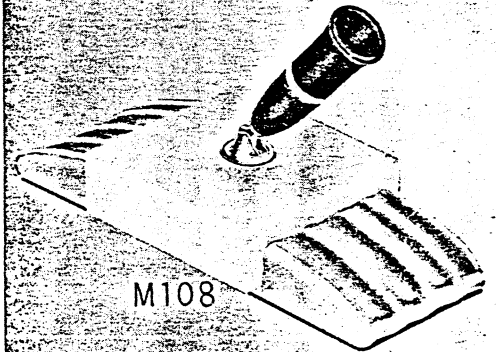
M068

M058 PIVKA. Colored Pedrara Onyx with satin silver base. 5 3/4" x 2 1/2" x 3/4". \$10.00 with LIFETIME pen.

M108 PIVKU. Colored Pedrara Onyx with satin gold base. 5 3/4" x 2 1/2" x 3/4". \$10.00 with LIFETIME pen.



M058



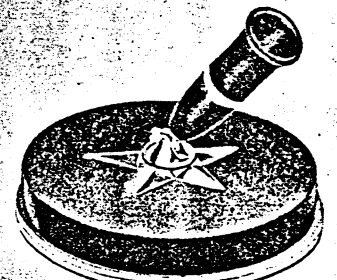
M108

M018 PIVHI. Black Carrara, gold trim. 3 1/2" dia. x 5/8". \$10.00 with LIFETIME pen.

M078 CABUC. Black bakelite, gold star. 3 1/2" dia. x 5/8". \$10.00 with LIFETIME pen.



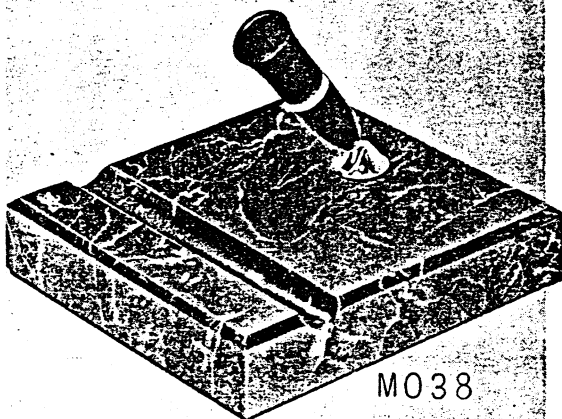
M018



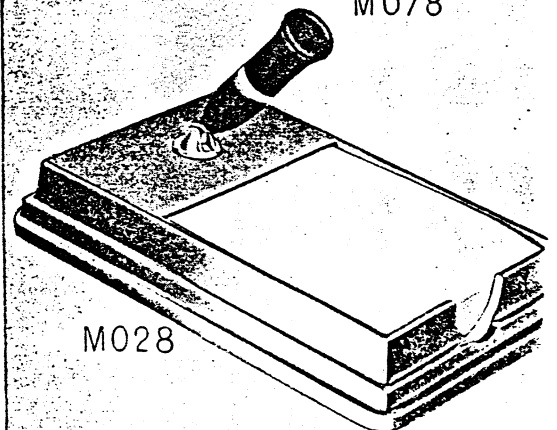
M078

M038 PIVHU. Black and gold marble with pencil groove. 4 1/2" x 4 1/2" x 3/4". \$10.00 with LIFETIME pen.

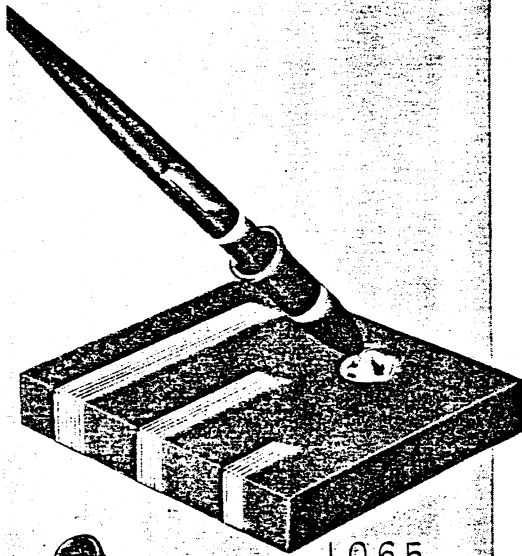
M028 PIVHO. Bronze Memo pad set complete with pad. 7 1/4" x 4 3/4" x 1". \$10.00 with LIFETIME pen.



M038



M028



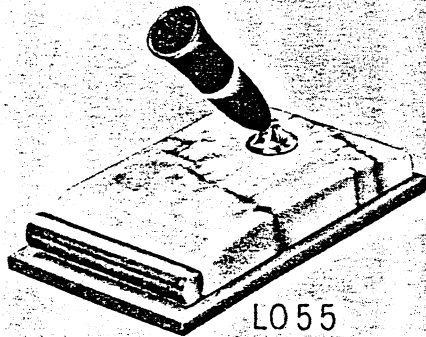
L065

L065 PIVHA. Black bakelite with gold trim. $4\frac{1}{2}'' \times 3\frac{3}{4}'' \times \frac{3}{8}''$. \$10.00 with No. 5 pen.



L025

L025 PIVHE. Colored Pedrara Onyx and chromium. $3'' \times 4\frac{1}{2}'' \times \frac{7}{8}''$. \$10.00 with No. 5 pen.

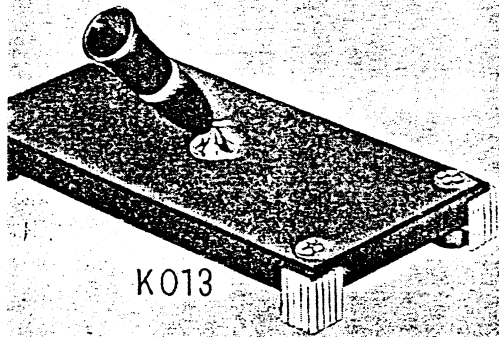


L055

L045 PIVGU. Black Carrara with gold trim. $4'' \times 4'' \times \frac{3}{4}''$. \$10.00 with No. 5 pen.

L055 PIVGY. Colored Pedrara Onyx and bronze. Brown socket. $2\frac{3}{4}'' \times 4\frac{1}{2}'' \times \frac{3}{4}''$. \$10.00 with No. 5 pen.

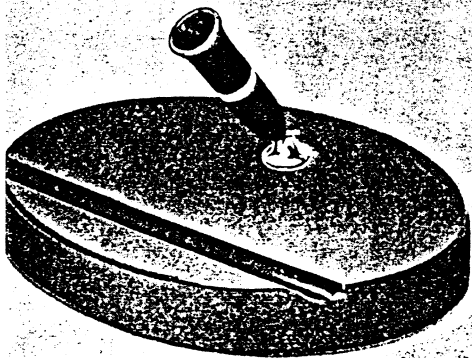
L035 CABAD. Green and white bakelite, gold trim, green socket. $3\frac{1}{2}''$ dia. $\times \frac{3}{4}''$. \$10.00 with No. 5 pen.



K013

L015 CABUM. Black bakelite and chrome. $6'' \times 3\frac{3}{4}'' \times \frac{3}{4}''$. \$10.00 with No. 5 pen.

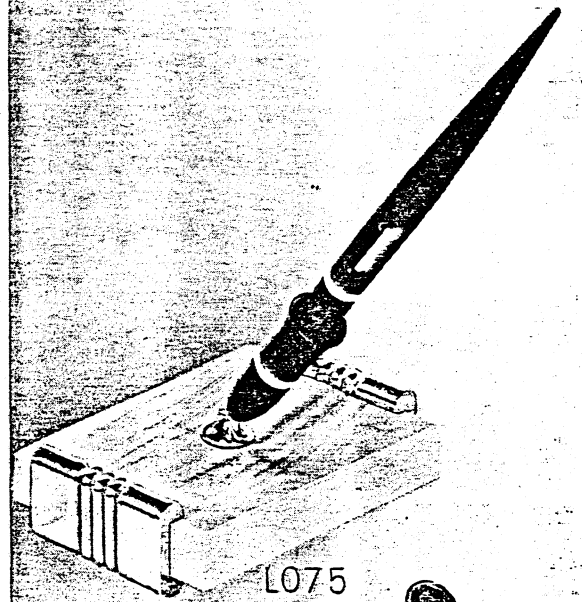
K033 PIVGI. Black Carrara with pencil groove. $6\frac{1}{2}'' \times 4\frac{1}{2}'' \times \frac{3}{4}''$. \$10.00 with No. 3 pen.



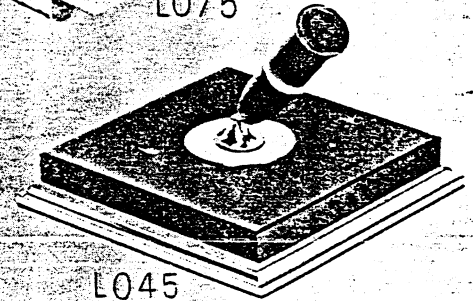
K033

K023 PIVGE. Black and gold marble with two scoops. $5\frac{3}{4}'' \times 2\frac{3}{4}'' \times \frac{3}{4}''$. \$10.00 with No. 3 pen.

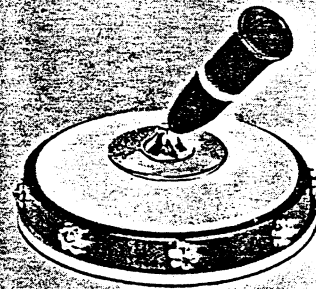
K023 PIVGE. Black and gold marble with two scoops. $5\frac{3}{4}'' \times 2\frac{3}{4}'' \times \frac{3}{4}''$. \$10.00 with No. 3 pen.



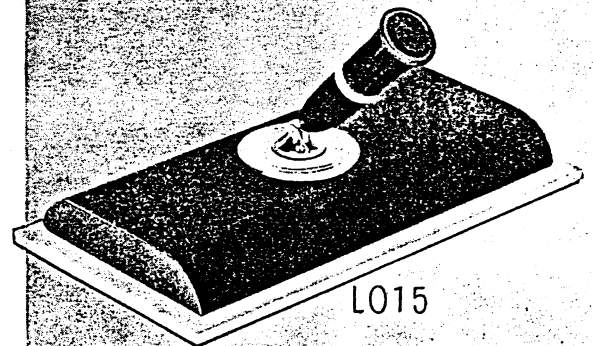
L075



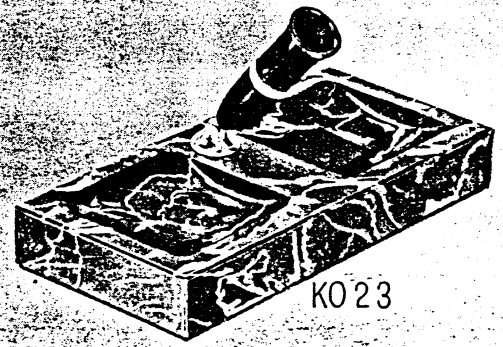
L045



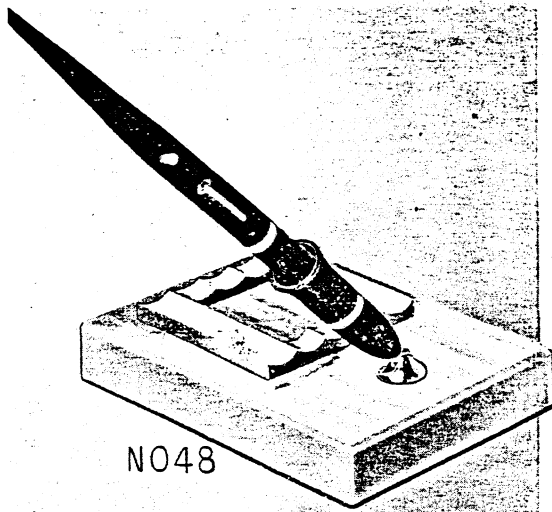
L035



L015

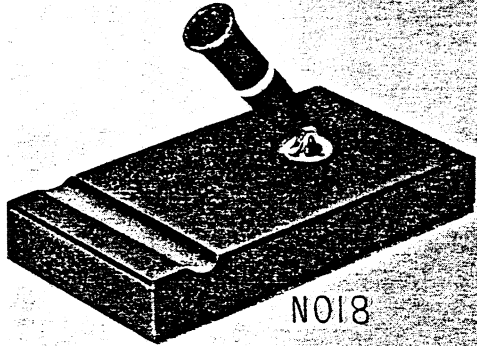


K023



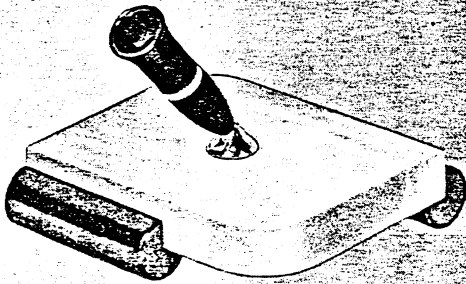
N048

N048 PIVLA. Colored Pedrara Onyx with satin gold pin tray. $3\frac{1}{2}'' \times 5'' \times 1''$. \$12.50 with LIFETIME pen.



N018

N018 CADYB. Black Carrara with pencil groove. $3'' \times 5'' \times \frac{3}{4}''$. \$12.50 with LIFETIME pen.

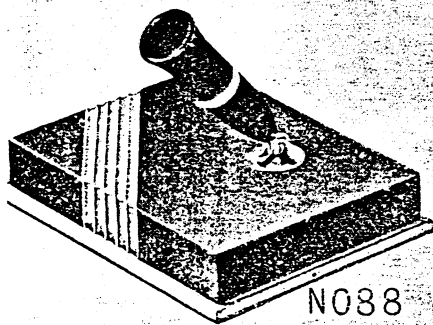


N028

N068 PIVLI. Colored Pedrara Onyx and bronze. Brown socket. $3'' \times 4\frac{1}{2}'' \times \frac{3}{4}''$. \$12.50 with LIFETIME pen.

N028 CABAK. Colored Pedrara Onyx with bronze trim, brown socket. $4'' \times 3'' \times 1''$. \$12.50 with LIFETIME pen.

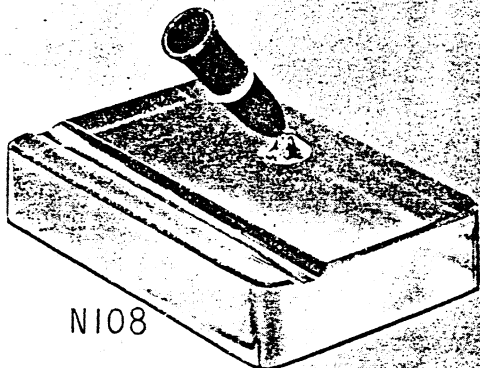
N038 CABYC. Black Carrara with gold rope edge. $3\frac{3}{4}''$ dia. x $\frac{5}{8}''$. \$12.50 with LIFETIME pen.



N088

N088 PIVMA. Black bakelite and gold trim. $3\frac{3}{16}'' \times 4\frac{3}{16}'' \times \frac{3}{4}''$. \$12.50 with LIFETIME pen.

N078 PIVLO. Colored Pedrara Onyx with scoop, gold trim. $3\frac{1}{2}'' \times 3\frac{1}{2}'' \times \frac{3}{4}''$. \$12.50 with LIFETIME pen.



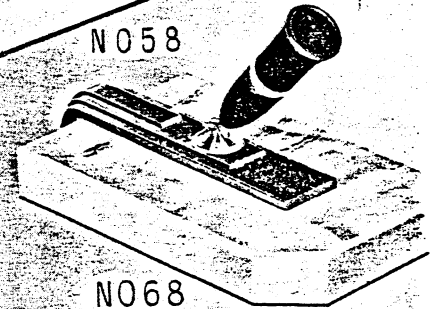
N108

N108 CABAF. Gold mirror glass with pencil groove. $5\frac{3}{4}'' \times 3\frac{1}{4}'' \times 1\frac{5}{16}''$. \$12.50 with LIFETIME pen.

N098 PIVME. Black Formica, triangular chrome trim. $5'' \times 7\frac{1}{2}'' \times \frac{3}{8}''$. \$12.50 with LIFETIME pen.



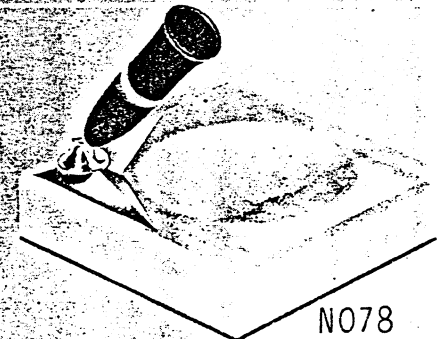
N058



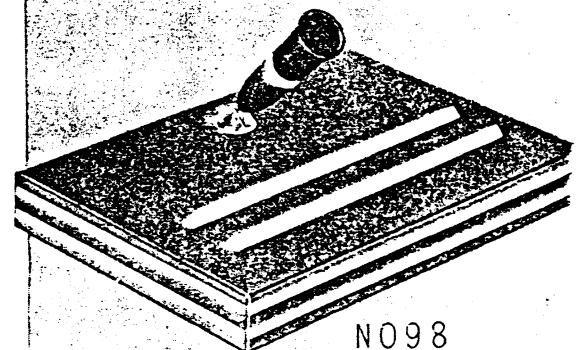
N068



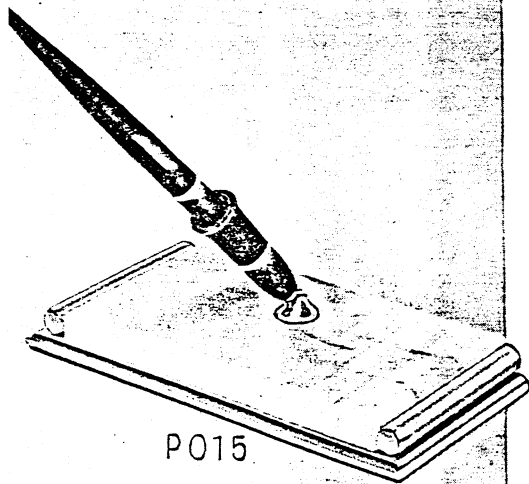
N038



N078



N098



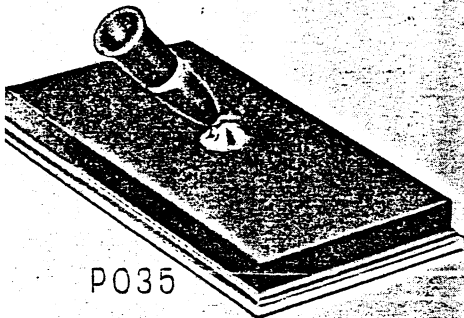
P015

P015 PIVMI. Colored Pedrara Onyx, satin silver and gold base, brown socket. $3\frac{3}{4}'' \times 6\frac{1}{4}'' \times 1\frac{1}{16}''$. \$12.50 with No. 5 pen.



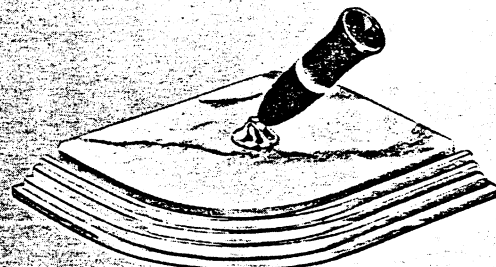
P055

P055 PIVAX. Black and gold marble with gold finish calendar. $6'' \times 3\frac{3}{4}'' \times \frac{7}{8}''$. \$12.50 with No. 5 pen. No. 557 Calendar, only \$3.00.



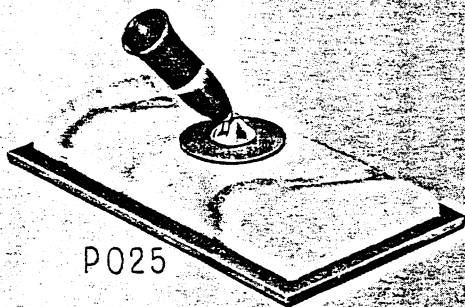
P035

P035 PIVMC. Black Carrara, gold trim. $3\frac{1}{4}'' \times 6\frac{1}{4}'' \times \frac{7}{8}''$. \$12.50 with No. 5 pen.



P045

P045 PIVMY. Colored Pedrara Onyx, satin silver and gold base, brown socket. $3\frac{3}{4}'' \times 4\frac{1}{8}'' \times \frac{3}{4}''$. \$12.50 with No. 5 pen.



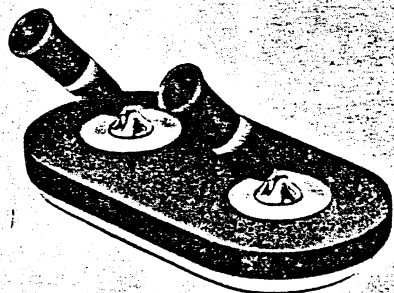
P025

P025 PIVMO. Colored Pedrara Onyx and bronze, brown socket. $3\frac{1}{4}'' \times 6'' \times \frac{3}{4}''$. \$12.50 with No. 5 pen.



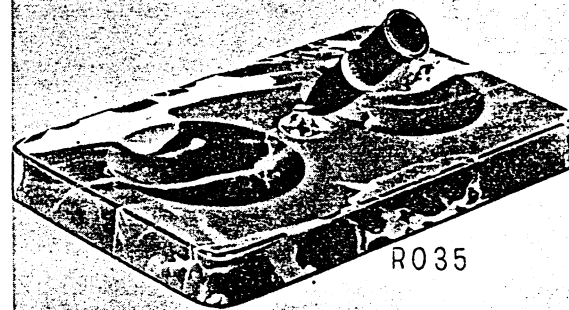
P074

P074 CABCF. Black bakelite and chromium. $6\frac{1}{2}'' \times 3'' \times \frac{1}{8}''$. \$12.50 with two No. 3 pens.



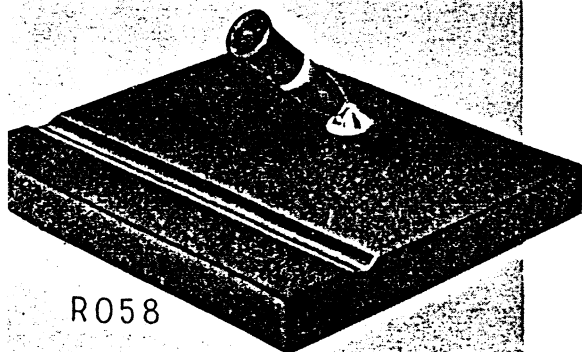
P064

P064 CABOF. Black bakelite and chromium. $3'' \times 6'' \times \frac{3}{4}''$. \$12.50 with two No. 3 pens.



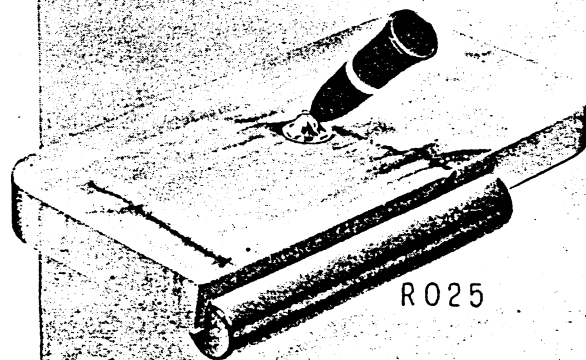
R035

R035 PIVEX. Black and gold marble with scoops. $7'' \times 4'' \times \frac{3}{4}''$. \$15.00 with No. 5 pen.



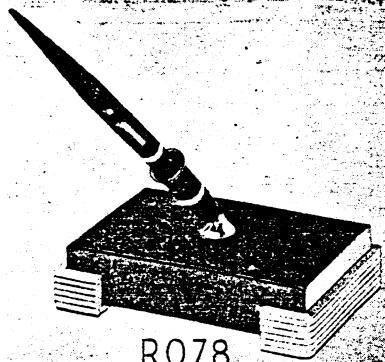
R058

R058 PIVIX. Black Carrara with pencil groove. $6\frac{3}{4}'' \times 5\frac{1}{4}'' \times 1\frac{1}{16}''$. \$15.00 with LIFETIME pen.

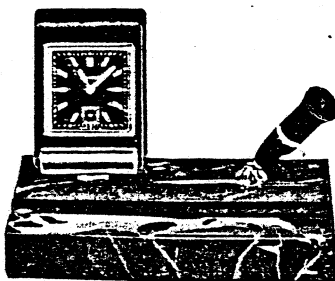


R025

R025 CABYK. Colored Pedrara Onyx and bronze. Brown socket. Size $8'' \times 4'' \times 1''$. \$15.00 with No. 5 pen.



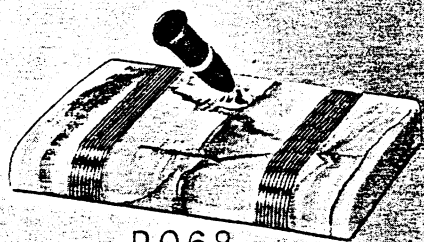
R078



R095



R045

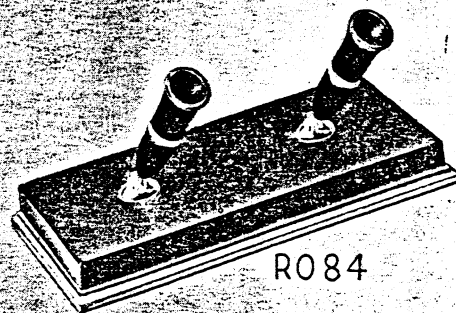


R068

R095 **POGER.** Black and gold marble with pencil groove and Clock. $3\frac{1}{4}'' \times 9'' \times \frac{7}{8}''$. \$15.00 with No. 5 pen. No. 556 Clock only, with holder, \$5.00.

R078 **PIVEX.** Black Carrara and satin gold. $5\frac{3}{4}'' \times 3\frac{3}{4}'' \times 1''$. \$15.00 with LIFETIME pen.

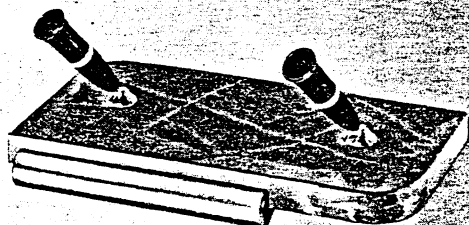
R045 **CABYN.** Blue mirror glass on satin chrome base. $7'' \times 4\frac{1}{2}'' \times \frac{3}{4}''$. \$15.00 with No. 5 pen.



R084

R068 **PIVOX.** Colored Pedrara Onyx with bronze trim, brown socket. $6\frac{3}{4}'' \times 3\frac{3}{4}'' \times \frac{3}{4}''$. \$15.00 with LIFETIME pen.

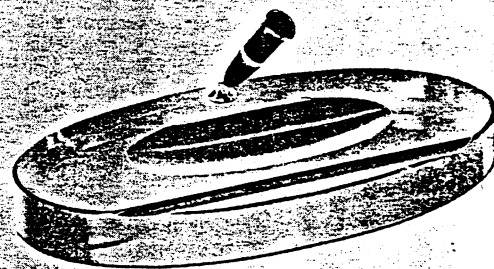
R084 **PIVIX.** Black Carrara and gold. $6\frac{3}{4}'' \times 3\frac{3}{4}'' \times \frac{9}{8}''$. \$15.00 with two No. 3 pens.



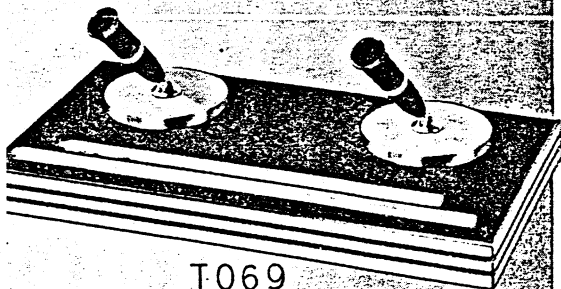
T056

T056 **CABCK.** Green Brazilian Onyx and bronze. $8'' \times 4'' \times 1''$. \$25.00 with two No. 5 pens.

R015 **CABIE.** Gunmetal mirror glass with scoop and pencil groove. $10'' \times 5\frac{1}{2}'' \times 15/16''$. \$15.00 with No. 5 pen.



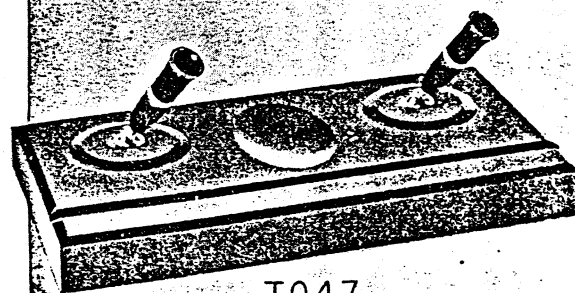
R015



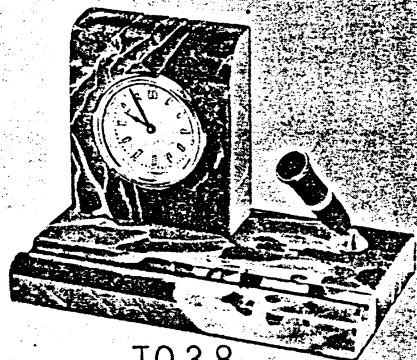
T069

T069 **PODKA.** Black Formica with satin silver trim. $10'' \times 5\frac{1}{2}'' \times \frac{7}{8}''$. \$25.00 with two LIFETIME pens.

T047 **RADBO.** Black Carrara with scoop and pencil groove. $10'' \times 5\frac{3}{4}'' \times 1''$. \$25.00 with No. 5 pen and SLD pencil.



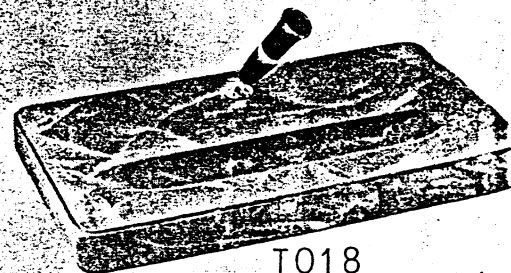
T047



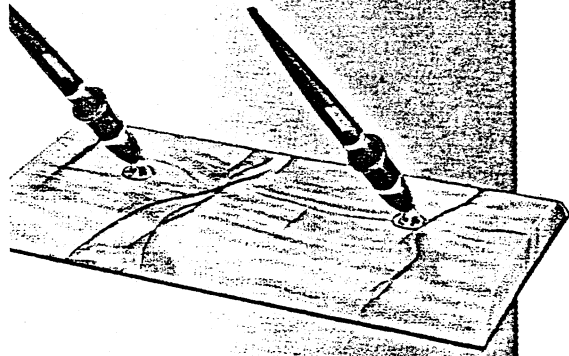
T038

T038 **PIXUK.** Black and gold marble base with Clock. $4'' \times 7'' \times 4''$ high. \$25.00 with LIFETIME pen. No. 554 Black and gold marble clock, only \$10.00. No. 555 Green Brazilian Onyx Clock, only \$15.00.

T018 **PINXK.** Green Brazilian Onyx with scoop. $6'' \times 9'' \times \frac{3}{4}''$. \$25.00 with LIFETIME pen.

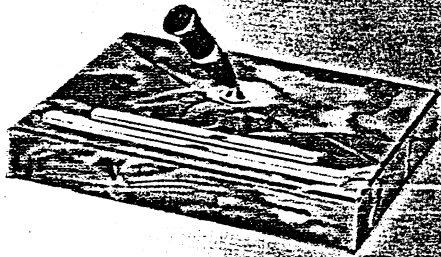


T018



S074

S074 CABIL. Colored Pedrara Onyx with rounded edges. 10" x 5" x 3/8". \$20.00 with two No. 3 pens.

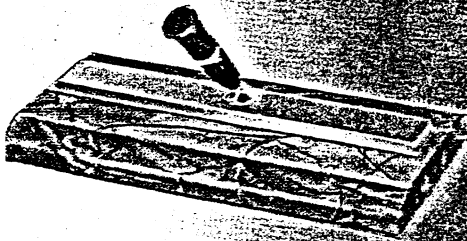


S058

S109 PINER. Black Formica with triangular chromium strips. 5" x 7 1/2" x 3/8". \$20.00 with two LIFETIME pens.

S058 PIVZI. Green Brazilian Onyx with satin silver strips. 4 1/2" x 7" x 1". \$20.00 with LIFETIME pen.

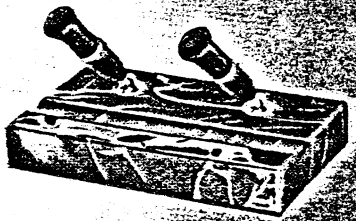
S018 PIVZA. Green Brazilian Onyx with scoops. 7" x 4" x 3/4". \$20.00 with LIFETIME pen.



S048

S048 PIVEZ. Green Brazilian Onyx with satin gold strip. 4 1/2" x 8" x 1". \$20.00 with LIFETIME pen.

S028 CABOK. Green Brazilian Onyx and bronze. 8" x 4" x 1". \$20.00 with LIFETIME pen.



S099

S099 PINCE. Black and gold marble with pencil groove. 6" x 3 1/4" x 3/8". \$20.00 with two LIFETIME pens.

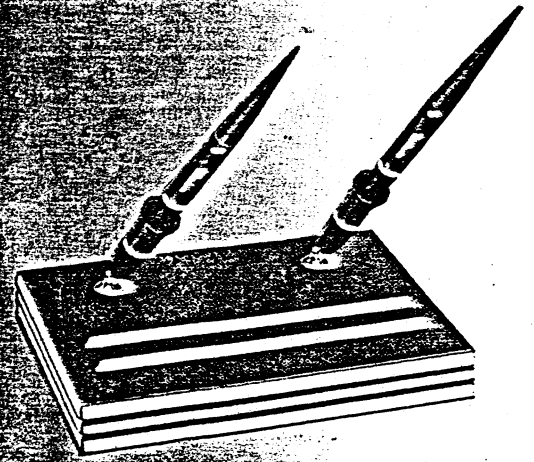
S038 CABEL. Green Brazilian Onyx with gold trim. 8" x 4 1/2" x 1". \$20.00 with LIFETIME pen.



S086

S086 CABIK. Black and gold marble and bronze finish. 8" x 4" x 1". \$20.00 with two No. 5 pens.

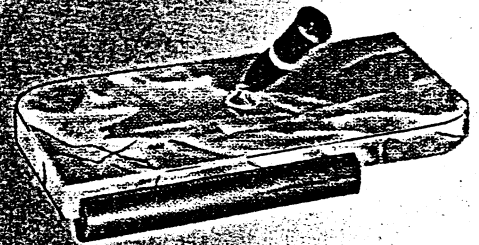
S068 PINRA. Black Carrara with pin scoop and gold nameplate. 6" x 9" x 3/4". \$20.00 with LIFETIME pen.



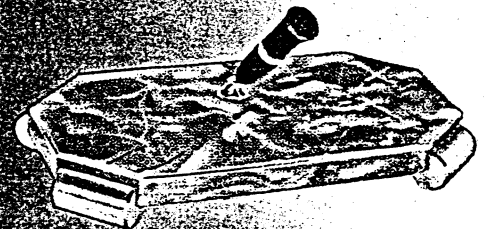
S109



S018



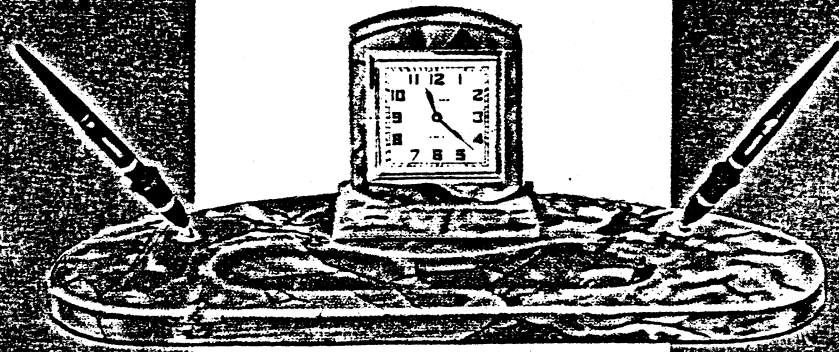
S028



S038



S068



V099

V099 BUCBF. Green Brazilian Onyx with pin scoop. 19" x 8" x 7/8". \$65.00 with two LIFETIME pens. No. 553 BUCOP. Waltham 8-day clock in green onyx case. 2 1/4" x 5 3/4" x 1 3/4". \$35.00.



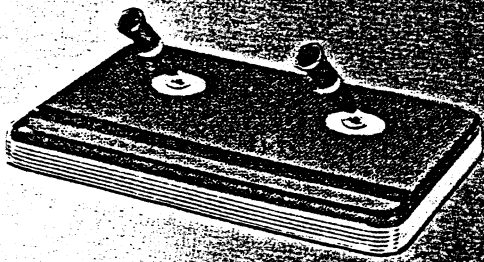
V069

V069 BUBEF. Green Brazilian Onyx with pencil scoop. 14" x 8" x 7/8". \$50.00 with two LIFETIME pens.



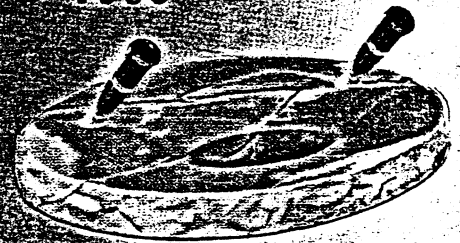
V050

V050 BUBED. Green Brazilian Onyx with pencil scoop. 12" x 6" x 1". \$35.00 with LIFETIME pen and SLD pencil.



V039

V049 BUBCD. Green Brazilian Onyx, rough edge and scoop. 10" x 7" x 7/8". \$35.00 with two LIFETIME pens.



V049

V039 CABAP. Black Carrara with satin gold edge. 10" x 7" x 1". \$35.00 with two LIFETIME pens.



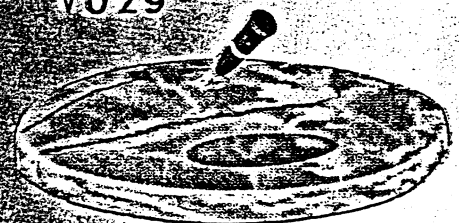
V029

V029 CABOL. Green Brazilian Onyx with two rounded edges. 10" x 5" x 7/8". \$30.00 with two LIFETIME pens.



V089

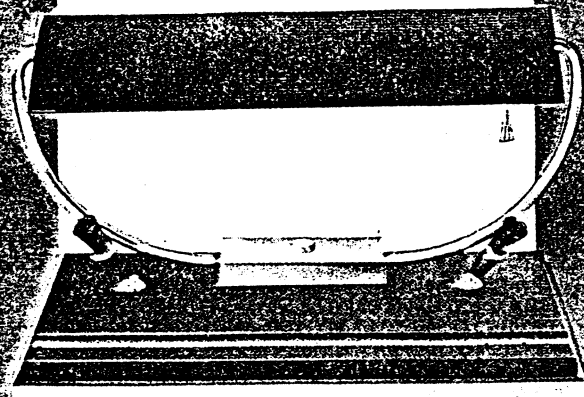
V089 CABEP. Black Carrara with pencil scoop and gold nameplate. 8" x 14" x 7/8". \$40.00 with two LIFETIME pens.



V018

V018 BUBYB. Green Brazilian Onyx with scoop. 10" x 7" x 3/4". \$30.00 with LIFETIME pen.

V079 CABON. Black and Chromium lump. Black Carrara base. 8" x 14" x 8" high. \$50.00 with two LIFETIME pens.



V079

Skrip IN THE NEW SKRIP-WELL BOTTLE

THE SUCCESSOR TO INK



★ For all fountain pen and general use, recommend SKRIP. It takes six gallons of fluid to make one gallon of SKRIP at much greater cost than ordinary writing fluid. By distillation, all chance of molding and sediment is eliminated and permanency is increased, altogether making it the finest and most satisfactory writing fluid produced. SKRIP keeps both steel pens and fountain pens in better condition. It is made in permanent colors: Blue-Black, Royal Blue, Jet Black and Red, for all business records; and in Washable for schools and homes: Black, Blue, Green, Purple and Brown. Both types are plainly labeled.

Permanent Red SKRIP is the only permanent, sediment-free Red writing fluid produced. Point out to your customers that records of which one-half are permanent and the other half not, are not satisfactory. SKRIP will make them 100% permanent. SKRIP flows freely, dries quickly, spreads evenly and does not clog.

SKRIP, Successor to Ink, is designed primarily for perfect writing satisfaction under all conditions, and no property, however desirable, has been achieved at the expense of other properties equally desirable. It is a combination of all the properties which make for complete writing satisfaction.

Available now in the greatest writing fluid bottle improvement of all times — the SKRIP-WELL bottle. The SKRIP-WELL uses the last drop, makes fountain pen filling easier, eliminates the inkwell for steel pen dipping and keeps fingers clean.

LIST PRICES

| | | |
|--------------------------------|-------|------------------|
| 2 oz. (all colors) | _____ | \$ 2.00 per doz. |
| 4 oz. (all colors) | _____ | 3.25 per doz. |
| 9½ oz. (all colors) | _____ | 6.00 per doz. |
| Pints | _____ | 10.20 per doz. |
| Pints (Red, Green and Purple) | _____ | 12.00 per doz. |
| Quarts | _____ | 15.00 per doz. |
| Quarts (Red, Green and Purple) | _____ | 18.00 per doz. |

Above prices are subject to trade discount to established retailers. For detailed information and shipping weights, suggested retail prices and gallon prices, see back of enclosed order blank.

PENCIL-SKRIP "Successor to Leads"

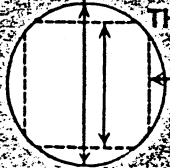
The 1936 Pencil-SKRIP package is a beautiful bakelite container holding 25 sticks, enough for more than 50 miles of writing. An exceptional retail value at 15c.

The following grades are carried in stock:

| | | |
|---|-------|-------------|
| Special HB (Special Smooth medium), 25 sticks per box | _____ | 15c each |
| B (Soft), 25 sticks per box | _____ | 15c each |
| 2B (Very Soft), 25 sticks per box | _____ | 15c each |
| 3B (Extra Soft), 25 sticks per box | _____ | 15c each |
| F (Firm Medium), 25 sticks per box | _____ | 15c each |
| H (Hard Medium), 25 sticks per box | _____ | 15c each |
| 2H (Hard), 25 sticks per box | _____ | 15c each |
| 3H (Very Hard), 25 sticks per box | _____ | 15c each |
| 4H (Extra Hard), 25 sticks per box | _____ | 15c each |
| Indelible, 12 sticks per box | _____ | 15c each |
| Red Crayon, 12 sticks per box | _____ | 15c each |
| Blue Crayon, 12 sticks per box | _____ | 15c each |
| Green Crayon, 12 sticks per box | _____ | 15c each |
| Industrial package, 144 sticks per box, Grades: Special HB, 2B, 3B, F, H, 2H, 3H | _____ | 70c each |
| Industrial package, 144 sticks per box, Indelible, Red Crayon, Blue Crayon and Green Crayon | _____ | \$1.50 each |



ROUND
PENCIL-SKRIP
OVER 20% STRONGER
THAN IF MADE
LIKE
THIS



SKRIP-WELL BOTTLE. FAMILY AND HANDY OFFICE SIZE. 50c
 The first practical bottle in this size for the home or office because it has the SKRIP-WELL which uses the last drop and keeps fingers clean. Special shape makes this an ideal desk bottle. Sell this bottle and trade up 15c SKRIP sales to 50c SKRIP sales giving you more than three times the volume and three times the profit, and giving the customer 71c worth of SKRIP (if bought at 2 oz. prices) for 50c. 9 1-2 oz. \$6.00 per doz.



Pints and quarts are individually cartoned and equipped with the latest non-drip pourout. The neatest, finest packages on the market today.

PINTS—
 (Perm. Royal Blue, Blue-Black, Jet Black, Wash. Blue & Black), per doz. \$10.20

PINTS—
 (Red, Green & Purple), per doz. \$12.00

QUARTS—
 (Perm. Royal Blue, Blue-Black, Jet Black, Wash. Blue & Black), per doz. \$15.00

QUARTS—
 (Red, Green & Purple), per doz. \$18.00

GALLON—
 (Perm. Royal Blue, Blue-Black, Jet Black, Wash. Blue & Black), per gal. \$4.80

GALLON—
 (Perm. Red, Washable Green & Purple), per gal. \$5.50

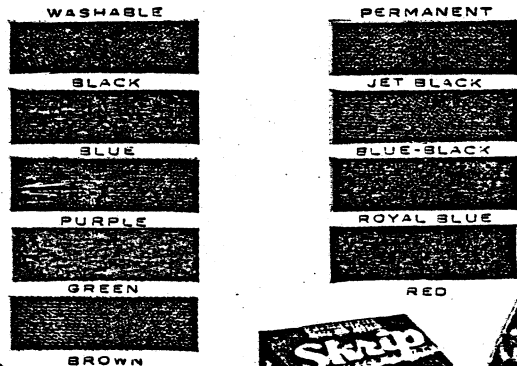


Skrip

THE SUCCESSOR TO INK

America's outstanding writing fluid—for steel or fountain pens—is Pen-SKRIP, Successor to Ink. It is your full-profit line on which there is no price cutting. No other writing fluid comes in the SKRIP-WELL bottle which uses the last drop and is proof against smudgy fingers—the most popular and economical bottle on the market. SKRIP is free-flowing, quick-drying, *sediment-free*. Stock SKRIP—push SKRIP—profit on SKRIP!

PERMANENT AND WASHABLE COLORS



15c
 SKRIP-WELL bottles, all colors, 2 oz. ... \$2.00 doz.



25c
 SKRIP-WELL bottles, all colors, 4 oz. ... \$3.25 doz.

STOCK NUMBERING SYSTEM

| Size | P. R. Blue | W. Blue | P. Jet Bk. | W. Bk. | Blue-Bk. | Purple | Green | P. Red | Brown |
|-----------|------------|---------|------------|--------|----------|--------|-------|--------|-------|
| 2 Oz. | 52 | 42 | 32 | 62 | 22 | 82 | 72 | 02 | 12 |
| 4 Oz. | 54 | 44 | 34 | 64 | 24 | 84 | 74 | 04 | 14 |
| 9 1-2 oz. | 58 | 48 | 38 | 68 | 28 | 88 | 78 | 08 | |
| Pint | 516 | 416 | 316 | 616 | 216 | 816 | 716 | 016 | |
| Quart | 532 | 432 | 332 | 632 | 232 | 832 | 732 | 032 | |
| Gallon | 5128 | 4128 | 3128 | 6128 | 2128 | 8128 | 7128 | 0128 | |

AMOUNT IN SHIPPING CASE

| | | | |
|----------------|---------|--------------|-----------|
| 2 Oz. | 3 dozen | Pints. | 1-2 dozen |
| 4 Oz. | 2 dozen | Quart. | 1-2 dozen |
| 9 1-2 oz. | 2 dozen | Gallon. | 1 |

Skrip-Grip

Para-Lastik

FOR PASTING PAPER OR OTHER FLEXIBLE MATERIALS

The protected line of adhesives that's doing the business all over America — PARA-LASTIK, SKRIP-GRIP Liquid Paste and SKRIP-GRIP Mucilage! People recognize their smart, colorful packages — approve their finer quality and sure sticking properties—come back for more! Build volume on this line that's nationally advertised in four colors in the Saturday Evening Post and other leading publications.



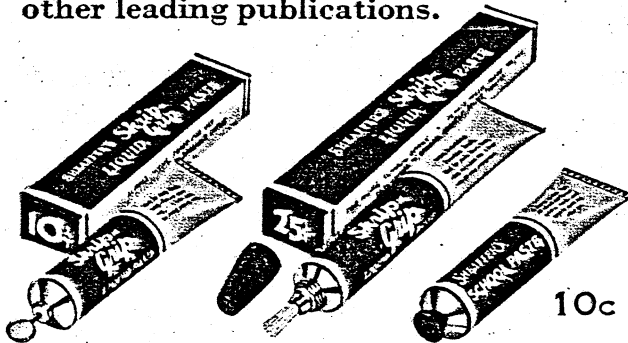
No. 41 — SKRIP-GRIP Mucilage in handy emerald glass bottle with spreader top. \$3.25 doz.



No. 21 — SKRIP-GRIP Mucilage in handy emerald glass bottle with spreader top. \$16.00 gr.



No. 61 — SKRIP-GRIP Mucilage in emerald glass handy office jar. Outer domed cap conceals rubber spreader. See illustration of No. 63..... per doz. \$4.85



No. 23 — SKRIP-GRIP Liquid Paste, regular tube with spreader outlet..... \$16.00 per gross.

No. 43 — SKRIP-GRIP Liquid Paste tube with evermoist fountain brush..... \$3.25 per doz.

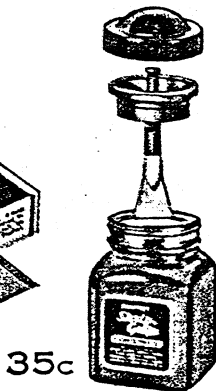
SHEAFFER'S SCHOOL PASTE per gross tubes. \$15.00



No. 67 — Office jar of PARA-LASTIK. Handy brush fastened to cap. New gum adhesive — much better than rubber cement..... 50c



No. 27 — PARA-LASTIK tube, regular..... \$2.00 per doz. With Evermoist fountain brush as illustrated. No. 47..... \$3.25 per doz.



No. 63 — SKRIP-GRIP Liquid Paste Office Jar, interior brush and shield. Paste does not dry out, per doz..... \$4.85



SKRIP-GRIP MUCILAGE
No. 71—Pints, per doz... \$10.20
No. 81—Quarts per doz... 15.00
No. 91—Gallons, per gal... 4.50

PARA-LASTIK
In crockery Jugs.
Pints, per doz..... \$10.20
Quarts, per doz..... 15.00
Gallons, per gal..... 4.50
Brushes as illustrated — 25c list. One free with each 6 jugs.

SHEAFFER'S

SHEAFFER'S FRANCHISE PLAN

Sheaffer's distribution is principally limited to the jewelry, drug, stationery and those departments of department store trade, and Sheaffer's is entirely dependent upon the retailer. For the retailers' benefit and protection, Sheaffer's system of Profit-Sharing Commissions has been worked out.

This is a fair system which assures those dealers who feature Sheaffer merchandise and thereby obtain larger sales, greater remuneration in the form of more profit.

Profit-Sharing Commissions for Volume Purchases are paid as follows:

| Yearly Net Purchases | Profit-Sharing Commission |
|----------------------|---------------------------|
| \$ 250 to \$349 | 5% |
| \$ 350 to \$499 | 7½% |
| \$ 500 to \$749 | 10% |
| \$ 750 to \$999 | 12½% |
| \$1000 or over | 16-2-3% |

The above commissions are paid on all Primary Line merchandise, which consists of fountain pens, mechanical pencils and desk sets bearing the Sheaffer trademark purchased at a maximum basic trade discount of 40% from list price. The commission is paid when and if earned, in merchandise at net price, or by credit memorandum to apply on subsequent purchases and not on current account. The normal period for computing Profit-Sharing commissions is from January 1 to December 31 each year. If maximum rebate is earned prior to the end of a year, it will be paid quarterly should a dealer desire and request it.

A dealer who earns a \$50 rebate on \$500 purchases will, at the end of the year, or as soon as his account has been paid, receive a credit memorandum for the \$50. This \$50, to be taken out in merchandise, applies on the volume purchases of the primary line for the following year - so that all of his shipments, including the \$50 for which he does not have to pay, figure in his following year's volume for purpose of rebate. This enables the dealer on this volume of business, to earn an 85% mark-up on every piece of Sheaffer merchandise which comes into his store.

To obtain the 40% basic trade discount, a new account is required to purchase \$50 or more net of primary line merchandise as an opening assortment. This is considered to be a minimum small town requirement to insure sufficient stock to accommodate the needs of the community. In larger towns and cities the requirement should necessarily be increased.

Discounts on Skrip, Skrip-Grip and Para-Lastik are entirely separate from pen, pencil and desk set discounts. They

range as follows:

| | |
|------------------------|--------|
| Orders up to \$35 list | 40% |
| \$35 to \$50 list | 40-10% |
| \$50 and over list | 50% |

Adhesives ordered with Skrip take same discount as Skrip.

A cash discount of 2% is allowed for payment within 10 days on all Sheaffer merchandise. Merchandise purchased from the Wasp Pen Co., Inc., Fort Madison, Iowa, whose accounts are carried by the W. A. Sheaffer Pen Company, is NET 30 days, no cash discount.

Policies which have distinguished the dealings of the W. A. Sheaffer Pen Company since its formation, and which greatly enhance the value of the Sheaffer Franchise over any other in the Pen Industry, are listed below for your consideration:

1. To produce only the best and most reliable merchandise for the price asked.
2. No Retail Stores to compete with Retail Dealer. No sales to punch board or premium houses.
3. Most liberal in guarantee.
4. Sheaffer merchandise restricted to drug, jewelry, stationery, department and optical stores.
5. Consumers can buy only from retail dealer at a profit to the dealer. On occasional mail orders from consumers the profit is promptly mailed to the dealer entitled to receive it.
6. Shipments stopped to any dealer not selling according to established policies.
7. A plentiful but not over large variety in the line to assure an assortment giving dealer greater turnover with less investment. The line includes everything needed by the dealer so that other lines are not needed, giving the dealer an opportunity to concentrate on Sheaffer's and thereby earn a larger profit on a greater volume.
8. A comprehensive plan of national advertising using four colors and special positions where feasible, reaching 100,000,000 or more readers yearly.

Concentration is the surest road to pen profits. Concentration on the Sheaffer Line reduces pen inventory, quickens stock-turn, increases profit margin. It lessens selling time by eliminating comparisons, makes sales talks more effective. It enables you to say: "I recommend and stock Sheaffer's because I believe, upon investigation, they are the best!" Try it!

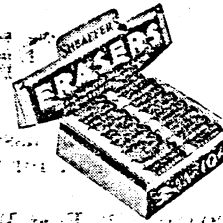
SHEAFFER'S

PENS · PENCILS · DESK SETS · SKRIP
SKRIP-GRIP · PARA-LASTIK

W. A. SHEAFFER PEN CO., Fort Madison, Iowa, New York, Chicago, San Francisco

PEN-SKRIP PRICE LIST

| | Per Doz. | Case | Wt. | Price |
|--|-----------|-----------|-------------|-----------|
| 2 Oz. (All Colors) | 2.00 | 3 Dozen | 18 1/2 lbs. | 15 |
| 1/2 Oz. (All Colors) | 3.25 | 2 Dozen | 17 1/2 lbs. | 25 |
| Half Pint (All Colors) | 6.00 | 1 Dozen | 13 lbs. | 50 |
| Pint. (Perm. Blue, Black, Blue-Black, Wash. Blue, Black) | 10.20 | 1/2 Dozen | 13 1/2 lbs. | .85 |
| Pint (Perm. Red, Wash. Green and Purple) | 12.00 | 1/2 Dozen | 13 1/2 lbs. | 1.00 |
| Quart (Perm. Blue, Black, Blue-Black, Wash. Blue, Black) | 15.00 | 1/2 Dozen | 23 lbs. | 1.25 |
| Quart (Perm. Red, Wash. Green and Purple) | 18.00 | 1/2 Dozen | 23 lbs. | 1.50 |
| Gallon (Perm. Blue, Black, Blue-Black, Wash. Blue and Black) | 4.80 Gal. | 1 Jug | 13 1/2 lbs. | 4.80 Gal. |
| 6 Gallon Lot | 4.50 Gal. | 6 Jugs | 85 lbs. | 4.50 Gal. |
| Gallon (Perm. Red, Wash. Green and Purple) | 5.50 Gal. | 1 Jug | 13 1/2 lbs. | 5.50 Gal. |
| 6 Gallon Lot | 5.00 Gal. | 6 Jugs | 85 lbs. | 5.00 Gal. |



DISPLAY THESE ERASERS AND YOU'LL SELL THEM QUICKLY

No. 288 Eraser Deal. 48 tubes of Erasers, \$4.30 list: \$2.38 Net.

Send Us No. 288 Eraser Deal

NEW LOW PRICES ON ADHESIVES

Send Us No. 2950 Skrip Display Deal

To help you round out your price range in adhesives and in particular to help you get the school trade, SKRIP-GRIP Liquid Paste and Mucilage now appear in 10c sizes. Such prices and such wonderful merchandise cannot fail to attract new business to your store.

DEAL No. 2950

10c SELLERS

| | No. | Per Gross List |
|----------------------------------|--------|----------------|
| Sheaffer School Paste | No. 35 | \$15.00 |
| Sheaffer Skrip-Grip Liquid Paste | No. 23 | 16.00 |
| Sheaffer Skrip-Grip Liquid Paste | No. 33 | 16.00 |
| Sheaffer Skrip-Grip Mucilage | No. 21 | 16.00 |

| | |
|-----------------------------------|---------|
| 1 Doz. 9 oz. Royal Blue | \$ 6.00 |
| 6 Doz. 2 oz. Washable Blue | 12.00 |
| 3 Doz. 2 oz. Washable Black | 6.00 |
| 6 Doz. 2 oz. Permanent Royal Blue | 12.00 |
| 3 Doz. 2 oz. Permanent Blue-Black | 6.00 |
| 1 Doz. 4 oz. Permanent Royal Blue | 3.25 |
| 1 Doz. 4 oz. Permanent Blue-Black | 3.25 |

15c SELLERS

| | No. | Per Dozen List |
|----------------------|--------|----------------|
| Sheaffer Para-Lastik | No. 27 | 2.00 |

| | |
|-----------------------|---------|
| 3 Doz. 21 Mucilage | \$ 4.00 |
| 2 Doz. 47 Para-Lastik | 6.50 |

25c SELLERS

| | | |
|----------------------------------|--------|--------|
| Sheaffer Skrip-Grip Liquid Paste | No. 43 | \$3.25 |
| Sheaffer Skrip-Grip Mucilage | No. 41 | 3.25 |
| Sheaffer Para-Lastik | No. 47 | 3.25 |

Complete Floor Display Stand for Skrip and Adhesives **FREE**

Freight Allowed if freight bill is returned with remittance

35c SELLERS

| | | |
|----------------------------------|--------|--------|
| Sheaffer Skrip-Grip Liquid Paste | No. 63 | \$4.85 |
| Sheaffer Skrip-Grip Mucilage | No. 61 | 4.85 |

50c SELLERS

| | | |
|----------------------|--------|--------|
| Sheaffer Para-Lastik | No. 67 | \$6.00 |
|----------------------|--------|--------|

PINTS

| | | |
|----------------------------------|--------|---------|
| Sheaffer Skrip-Grip Liquid Paste | No. 73 | \$10.20 |
| Sheaffer Skrip-Grip Mucilage | No. 71 | 10.20 |
| Sheaffer Para-Lastik | No. 77 | 10.20 |

QUARTS

| | | |
|----------------------------------|--------|---------|
| Sheaffer Skrip-Grip Liquid Paste | No. 83 | \$15.00 |
| Sheaffer Skrip-Grip Mucilage | No. 81 | 15.00 |
| Sheaffer Para-Lastik | No. 87 | 15.00 |
| Sheaffer School Paste | No. 85 | 15.00 |

GALLONS

| | No. | Per Gallon |
|----------------------------------|--------|------------|
| Sheaffer Skrip-Grip Liquid Paste | No. 93 | \$4.50 |
| Sheaffer School Paste | No. 95 | 4.50 |
| Sheaffer Skrip-Grip Mucilage | No. 91 | 4.50 |
| Sheaffer Para-Lastik | No. 97 | 4.50 |



SKRIP-WELL FLASHER DISPLAY

Shipped Free With Each 100 Lb. Skrip Shipment

SKRIP and ADHESIVE DISCOUNTS

| | |
|-------------------------|--------|
| Up to \$35.00 List | 10% |
| \$35.00 to \$50.00 List | 40-10% |
| \$50.00 List and Over | 50% |

If Adhesives and Pen Skrip are shipped together, Adhesives take same discount as the Pen Skrip in the shipment.

Send Us No. 1656 Pencil-Skrip Asst.

SUGGESTED ASSORTMENT

No. 1656 Assortment

Pen Skrip Ass't No. 50
2 Ounce

| | |
|---------------------------|---------|
| 3 dozen P. R. Blue | \$ 6.00 |
| 2 dozen P. Blue-Black | 4.00 |
| 1 dozen P. Jet Black | 2.00 |
| 3 dozen Washable Blue | 6.00 |
| 1 dozen Washable Black | 2.00 |
| 1 dozen Purple | 2.00 |
| 8 bottles Green | } 2.00 |
| 4 bottles Red | |
| 4 Ounce | |
| 1 dozen P. R. Blue | \$ 3.25 |
| 1 dozen P. Jet Black | 3.25 |
| 1 dozen P. Blue-Black | 3.25 |
| 3 bottles Washable Blue | } 3.25 |
| 2 bottles Washable Black | |
| 2 bottles Washable Purple | |
| 2 bottles Green | |
| 2 bottles Red | |
| 1 bottle Brown | |

| | |
|---|--------|
| 1/6 doz. Pint Per. Blue-Black | 1.70 |
| 1/6 doz. Pint Per. Royal Blue | 1.70 |
| 1/6 doz. Quart Per. Royal Blue | 2.50 |
| 1/6 doz. Quart Per. Blue-Black | 2.50 |
| 1 dozen 8 Oz. Family and Small Office Size. | } 6.00 |
| 4 bottles P. R. Blue | |
| 2 bottles P. Jet Black | |
| 2 bottles P. Red | |
| 4 bottles P. Blue-Black | |

| | |
|--|---------|
| 4-Doz. Special HB Pencil-Skrip | \$ 7.20 |
| 1 Doz. 2B Pencil-Skrip | 1.80 |
| 1-Doz. 3B Pencil-Skrip | 1.80 |
| 1 Doz. F Pencil-Skrip | 1.80 |
| 1 Doz. H Pencil-Skrip | 1.80 |
| 1 Doz. Red Pencil-Skrip | 1.80 |
| 1 Doz. Blue Pencil-Skrip | 1.80 |
| 1 Doz. Indelible | 1.80 |
| 3 Doz. Vacuum 5c Leads | 1.80 |
| 1 Doz. 2H Pencil-Skrip | 1.80 |
| 1 Doz. 4 inch long Special HB Pencil-Skrip | 1.50 |
| 2 Doz. Sheaffer Erasers | 2.40 |

Net to Dealer **\$16.50**

ORDER BLANK

Use this blank to check and fill in your assortment. A complete assortment means greater sales possibilities. Your Sheaffer representative will get credit for the order.

W. A. SHEAFFER PEN COMPANY, Fort Madison, Iowa
(N. Y. Office, 16 E. 34th St.)

Date.....

Please ship the following, at prevailing terms, charging to our account:

| QUANTITY | CODE | DESCRIPTION AND COLOR | PRICE | TOTAL |
|----------|------|-----------------------|-------|-------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Signature of Sheaffer Dealer.....

Address.....

Use reverse side to order Skrip, Pencil-Skrip, Para-Lastik, Skrip-Grip Mucilage and Paste

SUCCESS ★ CAN'T BE DENIED

★ Look over your store as if it were somebody else's, and you planned to buy it and put your own ideas to work.

How many items take up space and turn over slowly? How many turn busily but yield meagre profit? How many turn rapidly, with good profit at every turn?

Doesn't it seem wise to invest as little time, space and capital as possible in slow-motion, low-profit lines, and put all possible power behind good-profit lines?

Let's look at the record. Sheaffer's year-long sales records reveal how thousands of merchants, at first timidly, then boldly, featured Sheaffer, to the tune of mounting sales curves, until their pen counters earned more profit and good will per square foot and per dollar invested than almost any other selling activity.

As a result, Sheaffer outsells all others in America, which means that Sheaffer dealers out-profit all others, and to earn still more profit, the formula is simply to put still more space, display and salesmanship behind Sheaffer.

For sales success can't be denied! Sheaffer has what the people want! Every week thousands of pens are sold without profit to dealers — but not Sheaffer's! Now, more than ever before, the wise merchant will tie to Sheaffer, the line that protects price and profit without fear or let-up — will utilize the Selective Profit Sharing Plan and the other store-tested plans and promotions that are earning greater profits for Sheaffer dealers.

Look over this catalog carefully and order now if you want to gain and hold the high Sheaffer volume that means good profit, and the best value for your customer's money.

W. A. SHEAFFER PEN COMPANY
FORT MADISON, IOWA, U. S. A.
NEW YORK — CHICAGO — SAN FRANCISCO